JACK TRACY
ROOM 320

August 1, 1960

REX HARRISON AND TAMMY GRIMES WILL HEAD NOTABLE CAST IN 'THE DATCHET DIAMONDS,' FIRST OF 9 SPECIALS ON 'DOW HOUR OF GREAT MYSTERIES'

Rex Harrison and Tammy Grimes will co-star in the English comedy-mystery, "The Datchet Diamonds," the first of nine specials on the "Dow Hour of Great Mysteries" Friday, Sept. 9 on the NBC-TV Network (8:30-9:30 p.m. EDT).

The series is produced by Robert Saudek Associates for the Dow Chemical Company, sponsor of the program. MacManus, John and Adams, Inc. is the agency.

Dates also have been set for the next four specials: Tuesday, Sept. 27 (10-11 p.m. EDT); Tuesday, Oct. 18 (10-11 p.m. EDT); Tuesday, Nov. 15 (10-11 p.m. EST); Tuesday, Dec. 13 (10-11 p.m. EST). Dates for the remaining four programs will be announced.

A stellar supporting cast for "The Datchet Diamonds" will include Robert Flemyng, Alice Ghostley, Reginald Denny, Melville Cooper and David Hurst. The play was taped from a script by Walter Kerr, which was based on the novel of the same title by Richard Marsh. It was directed by Gower Champion, making his debut as director of a non-musical show.

The story concerns pretty Daisy Strong (Miss Grimes), engaged to stern, pompous Cyril Paxton (Harrison), whose business ventures seem

(more)

to have a habit of failing. Accidentally, stolen diamonds worth $1,000,000 come into Paxton's possession. The thieves try to recover the loot, but Paxton has other ideas, leading to comical and exciting adventures.

The production was designed by Henry May. Last season three plays were presented in the high-rated series: "The Bat," "The Burning Court" and "Woman in White."

Harrison made his TV debut in this country in a Saudek production when he appeared in 1952 on "Omnibus." Miss Grimes will appear next Fall on Broadway in the musical, "The Unsinkable Molly Brown."

Joseph N. Welch continues as host of the series.

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NBC-New York, 8/1/60

August 1, 1960

CONVENTION COVERAGE

- - -

NBC News' Programming for Democratic and Republican Sessions Totaled Almost 100 Hours on NBC-TV Network

NBC News' coverage of the Democratic and Republican national conventions totaled nearly 100 hours on the NBC-TV Network.

The network presented 50 hours and 22 minutes of programming on the Democratic convention -- 23 hours and 39 minutes covering the convention sessions, 16 hours and 43 minutes of convention specials, and 10 hours on "Today."

The Republican convention was covered in 48 hours and seven minutes of programming -- 16 hours and 51 minutes covering the sessions, 21 hours and 16 minutes of convention specials, and 10 hours on "Today."

The total TV coverage of both conventions was 98 hours and 29 minutes.

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CAST, CREDITS, HIGHLIGHTS OF 'ESTHER WILLIAMS AT CYPRESS GARDENS'
COLORCAST MONDAY, AUG. 8 ON NBC-TV NETWORK

PROGRAM:	"Esther Williams at Cypress Gardens"
TIME:	NBC-TV Network colorcast, Monday, Aug. 8 10-11 p.m. EDT
STARRING:	Esther Williams
CO-STARRING:	Fernando Lamas and Joey Bishop
FORMAT:	A book musical with singing, dancing, swimming and comedy, set in the tropical Cypress Gardens in Florida.
PRODUCED BY:	Alan Handley
DIRECTED BY:	Alan Handley and Roy Montgomery
WRITTEN BY:	Milt Rosen and Jack Brooks
MUSIC DIRECTOR:	Paul Weston
MUSICAL NUMBERS STAGED BY:	Jonathon Lucas
COSTUMES:	Ray Aghayan
LIGHTING:	Walter Omeara
AUDIO:	Jim Smart
VIDEO:	Dan Brewer
PRODUCTION BY:	Trails, Inc., in association with NBC-TV Network
ORIGINATION:	Color video tape and film from Cypress Gardens, utilizing for the first time a special "picture pool," 80 by 165 feet, featuring 10 underwater windows and a camera gallery underground.

(more)

CAST, CONCEPT, NEIGHBORHOOD OF BETHEL WILLIAMS AT CYPRESS GARDENS:
COLORCAST MONDAY, AUG. 5 ON NBC-TV NETWORK

SCENARIO:	"Bethel Williams at Cypress Gardens"
[illegible]:	NBC-TV Network colorcast, Monday, Aug. 5 10-11 p.m. EDT
[illegible]ARTING:	Bethel Williams
[illegible]-STARRING:	Terrance Lewis and Joey Fisher
[illegible]ORMAT:	A book musical with singing, dancing, animation and comedy, set in the tropical Cypress Gardens in Florida.
[illegible]OUNCED BY:	Alan Handley
[illegible]RECTED BY:	Alan Handley and Ray Montgomery
[illegible]TTEN BY:	Milt Rosen and Jack Brooks
[illegible]IC DIRECTOR:	Paul Jordan
[illegible]SICAL NUMBERS STAGED BY:	Jonathan Lucas
[illegible]TUMES:	Ray Aghayan
[illegible]UPING:	Walter Gamble
[illegible]IO:	Jim Smart
[illegible]EO:	Dan Harvey
[illegible]ODUCTION BY:	Tesala, Inc., in association with NBC-TV Network
[illegible]CIRATION:	Color video tape and film from Cypress Gardens, utilizing for the first time a special "picture pool," 80 by 150 feet, featuring 10 underwater windows and a camera gallery underground.

(more)

SPONSOR AND AGENCY: United States Brewers Foundation through J. Walter Thompson Company

NBC PRESS REPRESENTATIVES: Bill Faith (Hollywood); Betty Lanigan (New York)

* * *

THE STORY

The setting is Cypress Gardens, where Esther Williams has gone to be producer and star of her own "aqua-spec." To the resort comes a modern Prince of Persia (Fernando Lamas) complete with wives, servants and retinue. The press agent for the resort (Joey Bishop) sees a capital opportunity for publicizing Esther's water show, and the swimming star cooperates.

* * *

HIGHLIGHTS

1. Esther Williams introduces her guests, Fernando Lamas and Joey Bishop, and they sing, "In Florida."
2. Esther and the swimming girls in an aqua-number, "Just in Time."
3. Esther and the harem girls swim in the lagoon to "Quiet Village."
4. Montage -- Esther and Fernando challenge each other in skills of swimming, boating and skiing.
5. Esther and the aqua-babies in poolside number, "Swinging on a Star."

(more)

JACK CURTIS SIGNED TO WRITE TWO-PART TELEPLAY
ABOUT DALTON BROTHERS ON 'OUTLAWS'

Executive producer Frank Telford has signed Jack Curtis to write a two-part, two-hour teleplay about the Dalton brothers for the NBC-TV Network's new "Outlaws" adventure series which premieres Thursday, Sept. 29 (7:30-8:30 p.m. EDT).

"Outlaws" is designed as a continuing series of authentic, full-hour profiles of notorious lawbreakers of the Oklahoma Territory during the late 1800s. The Dalton boys -- Bob, Gratton, Bill and Emmett -- were perhaps the most infamous bandits of that time and locale.

The series, starring Barton MacLane, Don Collier and Jock Gaynor, began production on 13 episodes July 29 at MGM Studios in Culver City, Calif.

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STARS CHOSEN FOR A 'THRILLER' EPISODE

Jessie Royce Landis, Shepperd Strudwick, Mona Freeman, Rachel Ames, Berry Kroeger and Terry Burnham will play leading roles in "The Mark of the Hand," full-hour episode of the NBC-TV Network's "Thriller" series, scheduled for the Fall.

The Steven Gethers teleplay, adapted from the novel by Charlotte Armstrong, will go into production at Revue Studios in Universal City, Calif., Oct. 3 under direction of Paul Henreid.

Boris Karloff will be weekly host of the series, produced by Fletcher Markle for Hubbell Robinson Productions, Inc.

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NBC-New York, 8/1/60

JACK TRACY
ROOM 320

NBC TRADE NEWS

August 2, 1960

KEMPER INSURANCE COMPANIES TO RENEW 'CHET HUNTLEY REPORTING' AND ALSO WILL SPONSOR NEW 'CELEBRITY GOLF' SERIES IN 1960-61 SEASON ON NBC-TV NETWORK

Kemper Insurance Companies again will sponsor "Chet Huntley Reporting" when it resumes on NBC-TV in the Fall, and also will sponsor the new "Celebrity Golf" series in the 1960-61 season, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

"Celebrity Golf," the new weekly half-hour series to be telecast Sundays (5-5:30 p.m. NYT), will present Sam Snead as host, with some of the nation's golf-playing celebrities taking part. Those already scheduled to appear include Bob Hope, Jerry Lewis and Ray Milland.

The Kemper purchase of "Chet Huntley Reporting" marks the second season the firm has sponsored the top-rated Sunday news program. It will be telecast Sundays (5:30-6 p.m. NYT).

The orders, for alternate week sponsorship of each half-hour program, were placed through Clinton Frank Inc., Chicago advertising agency.

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August 2, 1960

GARY COOPER TO PLAY HIS FIRST TV ROLE IN "THE REAL WEST"

\- - -

Will Appear On-Camera and Also Serve as Off-Camera Storyteller
In Authentic Full-Hour Program of West in 1849-1900
To Be Presented by NBC-TV's "Project 20"

Gary Cooper will take on his first television role in an authentic full-hour program of the American West from 1849 to 1900 to be presented by NBC-TV's "Project 20" in the Spring of 1961. The title will be "The Real West."

Donald B. Hyatt, NBC Director of Special Projects, announced the new venture today. Hyatt, who will produce and direct the program, said that Philip Reisman Jr., an authority on the West and a TV writer with many distinguished credits, has been engaged to write it.

Cooper will both appear on-camera and be the off-camera storyteller, Hyatt said. The actor's words will be drawn almost wholly from diaries, town records and other historic documents.

Using the still-pictures-in-action techniques so successfully employed in the earlier "Project 20" productions of "Meet Mr. Lincoln" and "Mark Twain's America," the new program will bring to life hundreds of authentic rare photographs from government archives and from private hands.

In a departure from earlier "Project 20" programs, the NBC-TV unit will film on location vignettes and scenes in which significant events in the history of the West occurred. Hyatt cited,

(more)

among these, Little Big Horn, scene of Custer's Last Stand in 1876; the Donner Pass and the remaining wagon trails and ghost towns. The filmed sequences will not employ actors other than Gary Cooper as storyteller.

"We hope to tell a story of the West that is much more than historical chronology," Hyatt said. "We shall point up the history of the receding frontier and its effect in creating American democracy. The settlement of the West has often been called the most distinctive feature of America's history. It is a story of enduring appeal not only in this country but throughout the world, and the truth of it is far more dramatic than its fiction -- a story still largely untold or glossed over."

Describing Gary Cooper as a "lover and respecter of the West -- a student of the West whose knowledge is formidable," Hyatt said that the actor has taken on this TV assignment because "the program will attempt to do what no program in the medium has ever tried to do before."

Cooper, who has been called the "cinema epitome of a natural American," was born in Helena, Montana. His father, Judge Charles Cooper, managed a cattle ranch while practicing law and eventually became a justice of the Montana Supreme Court. Cooper himself was once a cowboy.

"We didn't merely search for a star," Hyatt said, "but for someone who has enthusiasm for and interest in the West and who speaks with authority, conviction and dramatic appeal."

A distinctive feature of "The Real West," Hyatt said, will be its treatment of the American Indian. "The whole question of the Indian is not a happy story, and it is one that current fictional

Westerns overlook. We want to portray what really happened to the Indian -- the savage persecution, the massacres, the warfare, the reservations."

The program also will graphically explore the journey to the West (the hand-cart brigades as well as the wagon-trains), the God seekers, the gold and silver seekers, the kingdom of cattle (with its "real" cowboys, cattle drives, cattle towns), the gunfighters (viewed with documentary-style realism) and the civilizers (the women, the sod-busters, the railroaders, the town and city builders). All will be portrayed through the eyes of the people who lived it.

Robert Russell Bennett, music director of "Project 20" and one of the best-known figures in American music today, will write and conduct an orchestral score based on songs of the period.

Hyatt said the one-hour program will serve as a basis for a series of half-hour shows on the West as it really was. The series is now under active development for future production.

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NBC-New York, 8/2/60

NBC COLOR TELEVISION NEWS

August 2, 1960

TWO-HOUR COLORCAST OF 'MACBETH,' STARRING MAURICE EVANS AND JUDITH ANDERSON, SET FOR SUNDAY, NOV. 20 ON NBC-TV

"Macbeth," the two-hour color film shot on location in Scotland and England this Summer, has been scheduled for the NBC-TV Network's "Hallmark Hall of Fame" Sunday, Nov. 20 (6-8 p.m. EST).

The film, which stars Maurice Evans and Dame Judith Anderson, was completed this week. Producer-director George Schaefer and his crew had been on location for 40 days, first at Hermitage Castle in the Cheviot Hills of Scotland, then at Elstree Studios in London.

"Macbeth" also stars Michael Hordern, Ian Bannen and a supporting cast of British actors: Felix Aylmer, Valerie Taylor, Jeremy Brett, Charles Carson, Malcolm Keen, Megs Jenkins, William Hutt, Trader Faulkner and George Rose.

To Scotland, Schaefer transported some 50 of Britain's top technicians. The extras needed for the armies in the battle scenes were recruited from towns in the area, and from across the border in England.

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9 WRITERS ASSIGNED FOR 'OUTLAWS' SCRIPTS

Nine writers are working on scripts for the NBC-TV Network's new full-hour Western-adventure series, "Outlaws," which began production of Fall shows recently at MGM Studios in Culver City, Calif., executive producer Frank Telford announced today.

Telford has assigned scripts to George Clayton Johnson, who wrote the original "Ocean's 11" story; Jack Curtis, Andrew Lewis, Daniel Mainwaring, Charles Beaumont, Walter Doniger, Carey Wilber and Dennis and Terry Saundess. The series, which profiles infamous lawbreakers of the Oklahoma Territory during the late 1800s and shows how they were brought to justice -- stars Barton MacLane, Don Collier and Jock Gaynor.

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NBC-New York, 8/2/60

BORIS KAPLAN TO ALTERNATE WITH JOHN LARKIN
IN PRODUCING 'RIVERBOAT' SERIES

"Riverboat" executive producer Richard Lewis has signed Boris Kaplan to alternate with returning producer John Larkin on the full-hour Revue Productions adventure series.

Kaplan will produce the first episode of the NBC-TV series' second year, for telecast Monday, Sept. 19. The episode, entitled "That Taylor Affair," rolls Wednesday, Aug. 3, with Allen H. Miner directing his own teleplay.

Kaplan comes to Revue from Columbia Pictures, where he recently headed production of the feature film, "Let No Man Write My Epitaph." The movie marks a return to television for Kaplan, a native New Yorker, and a graduate of Cornell University and St. John's Law School. He was TV film producer of "Omnibus" for the Ford Foundation for five years, ending in 1957. He served with the wartime Signal Corps film production outfit headed by Frank Capra.

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NBC-New York, 8/2/60

JACK TRACY
ROOM 320

NBC TRADE NEWS

August 3, 1960

$8,000,000 NEW AND RENEWAL DAYTIME BUSINESS PLACED WITH NBC-TV NETWORK IN JULY, BRINGING TOTAL FOR SIX MONTHS TO $41,000,000

New and renewal daytime business totaling $8,000,000 in net time and program costs was placed with the NBC Television Network during July, it was announced today by James G. Hergen, Director, Daytime Sales.

The new sales bring to $41,000,000 the total net daytime orders at NBC-TV in the past six months, Mr. Hergen said. Of this amount, approximately $22,000,000 was in new business, and $19,000,000 in renewals.

The July sales amounted to nearly 700 quarter-hours sold during the month, representing virtually all daytime programs. A major renewal order was placed by H. J. Heinz Company for 208 quarter-hours in eight programs.

Advertisers placing daytime orders in July, listed with their agencies, were as follows:

Proctor-Silex Corporation, through Weiss & Geller Inc., for "Dough Re Mi," "The Jan Murray Show," "Comedy Playhouse," "From These Roots," "Concentration" and two forthcoming Fall shows -- "Here's Hollywood" and "Make Room for Daddy."

General Mills Inc., through Batten, Barton, Durstine and Osborn Inc., placed orders in 12 daytime programs.

(more)

Hartz Mountain Pet Foods, through the George H. Hartman Company, placed orders in "Truth or Consequences," "Play Your Hunch" and "Queen for a Day."

Block Drug Company, through Grey Advertising Agency Inc., placed an order in "Queen for a Day."

The Alberto-Culver Company, through Compton Advertising Inc., placed an order in "Make Room for Daddy."

Miles Laboratories Inc., through Wade Advertising Inc., placed an order in "Fury."

The Dumas Milner Corporation, through the Gordon Best Company Inc., placed an order in "From These Roots."

The Procter & Gamble Company, through Compton, placed an order in "Truth or Consequences" and an additional order in "Make Room for Daddy."

The Toni Company, through North Advertising Inc., placed an order in "Loretta Young Theatre" and "Make Room for Daddy."

Glenbrook Laboratories Division of the Sterling Drug Company, through Dancer-Fitzgerald-Sample, Inc., placed an order for "Dough Re Mi."

The Tussy Division of Lehn & Fink Products Corporation, through Young & Rubicam, Inc., placed an order in "The Price Is Right."

The H. J. Heinz Company, through Maxon, Inc., placed a new order for "Here's Hollywood" and "Make Room for Daddy" and a renewal order in eight daytime programs to start in September.

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NBC-New York, 8/3/60

August 3, 1960

SILVER ANNIVERSARY OF SOCIAL SECURITY ACT WILL BE DRAMATIZED, WITH BENEFICIARIES PARTICIPATING, IN 'BEFORE THE DAY' ON NBC-TV

A dramatic account of the first 25 years of Social Security in the United States will be telecast by the NBC-TV Network (except WNBC-TV) Sunday, Aug. 14 (5-5:30 p.m. EDT). The filmed program, titled "Before the Day," is designed to mark the silver anniversary of the passage of the Social Security Act.

Norman Rose is narrator, and the United States Air Force Symphony Orchestra performs Ron Nelson's special musical score. Erik Barnouw and Gene Starbecker wrote the script.

Social Security beneficiaries from Los Angeles, Nashville, Tenn., the metropolitan New York area and other sections of the country tell in personal terms how the old-age, survivors and disability insurance program operates. Historic film from many sources, including the National Archives, points up some of the problems that have always faced older persons, widows, orphans and the unemployed. Under the original Social Security Law, three broad programs were established to relieve the financial plight of persons already in need and to help provide in advance against future dependence. The film relates briefly the history of the cooperative federal-stage programs of public assistance and unemployment insurance and the federal programs of old-age, survivors and disability insurance.

The program, an NBC Public Affairs presentation, was made for the Social Security Administration by Milner-Fenwick Productions of Baltimore.

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JACK TRACY
ROOM 320

FROM THE NATIONAL BROADCASTING COMPANY
Thirty Rockefeller Plaza, New York 20, N. Y.

2-X-H

August 4, 1960

REAR ADMIRAL WILLIAM F. RABORN JR., HEAD OF POLARIS MISSILE PROGRAM, WILL 'MEET THE PRESS'

Rear Admiral William F. Raborn Jr., who has headed the Polaris missile program since its inception in 1955, will be guest on "Meet the Press" Sunday, Aug. 7 (NBC-TV Network, 6 p.m. EDT; NBC Radio Network, except WNBC, as part of "Monitor," 6:30 p.m. EDT; WNBC only, 6:35 p.m. EDT).

Panelists will be May Craig of the Portland (Me.) Press-Herald, William Hines of the Washington Star, Richard Witkin of the New York Times, and Marquis Childs of the St. Louis Post-Dispatch. Ned Brooks will be moderator. "Meet the Press," produced by Lawrence E. Spivak, is a Public Affairs presentation of NBC News.

ARLENE DAHL GUEST-STARS IN FIRST OF NEW 'RIVERBOAT' EPISODES

Filming starts this week on new episodes of the "Riverboat" adventure series, which opens its second year on the NBC-TV Network Monday, Sept. 19 (7:30-8:30 p.m. EDT).

Darren McGavin returns as the series' continuing star in the role of Capt. Grey Holden, owner of the stern-wheeler Enterprise as it plies the rivers of America's heartland in the tumultuous 1840's.

Playing opposite McGavin in the first new episode to go before the cameras is guest star Arlene Dahl. The episode, entitled "That Taylor Affair," is being directed by Allen H. Miner from his own story and teleplay.

Boris Kaplan, alternate producer of the series with John Larkin, will produce this episode.

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MORT SAHL TO STAR IN FIRST DRAMATIC ROLE ON 'THRILLER'

Comedian Mort Sahl, portraying a newspaperman, will have his first dramatic starring role in "The Black-Eyed Stranger" episode of the NBC-TV Network's full hour "Thriller" series, which will start this Fall.

Fletcher Markle will produce and direct Howard Rodman's adaptation of the novel by Charlotte Armstrong. Sue Randall, Fred Beir, Werner Klemperer, Julian Burton and Frank Albertson will join Sahl. Executive producer for the series is Hubbell Robinson.

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NBC-New York, 8/4/60

PR-14

JACK TRACY
ROOM 320

OM THE NATIONAL BROADCASTING COMPANY
ty Rockefeller Plaza, New York 20, N. Y.

2-X-H

August 5, 1960

GEORGE H. FUCHS IS ELECTED VICE PRESIDENT, LABOR RELATIONS, NBC

FOR RELEASE MONDAY A.M., AUG. 8

George H. Fuchs has been elected Vice President, Labor Relations, it was announced today by Robert W. Sarnoff, Chairman of the Board, National Broadcasting Company.

Mr. Fuchs has been Director, Labor Relations, since March 11, 1958. Before this, he was Labor Relations Administrator and Manager, Labor Relations.

He joined NBC June 16, 1955, transferring from the Radio Corporation of America, where he had been employed since Feb. 14, 1949. At RCA he served as Manager, Employment and Records; Manager, Wage and Salary Administration; and Manager, Personnel for the RCA Victor Division in Cannonsburg, Pa. He held this last position from April 1, 1953 until his date of transfer to NBC.

Mr. Fuchs was born in Pittsburgh and attended the University of Pittsburgh before entering the United States Army in 1942. He served as infantry company commander with the 11th Airborne Division in the Pacific from 1942-1946.

Returning from service, he graduated from the University of Pittsburgh in 1948 and received his master's degree from the University of Pennsylvania in 1949.

Mr. Fuchs lives with his wife and four children in Livingston, N. J. He is 39 years old.

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FRED HORTON IS APPOINTED GENERAL SALES EXECUTIVE, NBC

FOR RELEASE MONDAY A.M., AUG. 8

Appointment of Fred Horton as General Sales Executive, National Broadcasting Company, was announced today. He will have direct sales responsibilities for representing NBC in the broad area of drug and toiletry sales.

Mr. Horton will represent the NBC Television Network, Radio Network and Spot Sales. He will report to Thomas B. McFadden, Vice President, National Sales, NBC Television Network, also maintaining close liaison with the Vice Presidents of Radio Network Sales and NBC Spot Sales.

With NBC since 1941, when he joined the Radio Network as a salesman, Mr. Horton more recently has been Director of Sales for NBC Radio Network and Sales Manager of the Medical Radio System.

Mr. Horton spent the years 1942-46 with the U. S. Navy, serving as a lieutenant commander. Returning to NBC late in 1946, he became a sales executive in both radio and television. He was General Sales Executive of the NBC Radio Network for two years before becoming Sales Manager of the Medical Radio System last September.

Mr. Horton is married and lives in Old Greenwich, Conn.

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NBC-New York, 8/5/60

NORMAN KAHN IS NAMED PROGRAM MANAGER OF 'TODAY'
AND LESTER COLODNY AN ASSOCIATE PRODUCER

Norman Kahn has been named program manager of the NBC-TV Network's "Today" show and Lester Colodny has been appointed an associate producer.

Mr. Kahn replaces Robert (Shad) Northshield, who was made producer of the Monday-through-Friday program recently. Mr. Kahn was previously associate producer of "Today." Before that he was a producer and director of NBC Radio's "Monitor." He has been associated with NBC for nine years.

Mr. Colodny was a writer on "Today" before being made an associate producer. Previously he was head of the William Morris Agency's creative program department. Mr. Colodny was also manager of NBC's Comedy Development Department. Among his writing credits are "Broadway Open House," "All-Star Revue" and "Saturday Night Revue."

Irwin (Bud) Lewis continues as "Today's" other associate producer.

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NBC-New York, 8/5/60

"SUBSTANTIAL" COMMERCIAL SUPPORT FOR EDUCATIONAL TV IS URGED BY NBC'S EDWARD STANLEY IN TALK ON "NEW CHALLENGES"

The need for "substantial" commercial support for educational television programs was expressed this week by Edward Stanley, NBC Director of Public Affairs.

Speaking on "New Challenges in Television" at the New York University Summer TV-Radio Workshop, Stanley said commercial support for education-by-TV is imperative "if the job is to be done as it must be done to keep abreast and ahead of the Soviets."

Education is one of the areas in which TV "must and can greatly expand," he said. "This has to be paid for if we want to do it on a truly mass basis, and for that there must be a substantial commercial interest. We are a mass society, with mass production, mass distribution, and what I hope to see is a use of the mass media tools to make firmer the foundations of our society in a changing world. I don't think we have ever realized the potential of the medium, and maybe we ought now to find ways to do it. Education is one thing for which people will always pay if it helps them."

One of the responsibilities of the mass media, Stanley said, is to keep the generality of people alert to advances in the technological society. "We are about to go into space as a people, and surely we ought to have greater understanding of the universe, its organization and how it operates, rather than just look up at the starry heavens, beautiful as they are, and wonder. Under commercial sponsorship we need intensely interesting programs designed to explain and discuss science. They can hold viewers, and are inevitably educational."

(more)

Stanley said he would like to see "more programs" like "The Immense Design," a special NBC program telecast last March, a full-hour dramatization and discussion of scientific theories of the creation of the universe from ancient to modern times. (The program will be repeated Sept. 10.)

"It would be tremendous to see a whole group of programs in this area," Stanley said. "There is the whole field of science -- astronomy, the new biology, the earth sciences. For example, we know very little -- most of us -- about the sea and what kind of living, apart from fish, mankind can make from it."

He cited the importance of the pioneering efforts of NBC and its affiliated stations in telecasting "Continental Classroom" courses in Atomic Age Physics and Modern Chemistry. "This Fall we move into the area of mathematics with courses which are involved with the whole new computer world coming along," he said. "If we don't have people who understand the mathematical concepts on which the new computers are based, we can't program these elegant machines."

Pointing up the need for setting up educational TV systems in under-developed countries of Asia, Africa, and many other parts of the world, Stanley said, "This is the only way I can see that any one can establish an educational system almost overnight. It doesn't require the long-term training of hundreds of thousands of teachers or an investment of billions of dollars in buildings."

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NBC-New York, 8/5/60

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NBC-New York, 5/5/50

REVISED CREDITS FOR 'TODAY' ON NBC-TV NETWORK

TIME:	NBC-TV Network Mondays through Fridays (7-9 a.m. NYT)
FORMAT:	News, interviews, entertainment, women's features, sports, weather reports
STARRING:	Dave Garroway as host
FEATURING:	Frank Blair (news) and Jack Lescoulie (sports and features)
PRODUCER:	Robert (Shad) Northshield
PROGRAM MANAGER:	Norman Kahn
DIRECTORS:	Bill Healion, Ted Nathanson, Lynwood King
ASSOCIATE PRODUCERS:	Irwin (Bud) Lewis and Lester Colodny
SPECIAL PROJECTS EDITOR:	Paul Cunningham
NEWS EDITOR:	Bill Fitzgerald
PROGRAM WRITERS:	Lissa Charrell, John Dunn, Larry Pickard, Alan Smith, Lester Cooper, Sanford Sheldon, Beryl Pfizer
NEWS WRITERS:	Ric Ballad, Dan Grabel, Helen Marmor, Harry McCarthy
COMMERCIAL PRODUCER:	Win Welpin
UNIT MANAGERS:	B. Donald Grant, Dick Manley
ASSOCIATE DIRECTORS:	Larry Owen, Paul Ransom, Enid Roth, Norman Hall and Len Lucas
SCENIC DESIGNER:	Frank M. Skinner Jr.

(more)

2 - Revised Credits for 'Today'

GRAPHIC ARTS:	Lou Cuevas, Norman Moore
STAGE MANAGERS:	John Birkebile, Fred Lights, Frank Caden
FILM EDITORS:	Thomas R. Galvin, Harold Ross, Ray Fincke
TECHNICAL DIRECTORS:	Harold Mofsen, Hank Bomberger, Joe Waag, Hank Folkerts
LIGHTING:	Ian McKeowan, Jack Fitzpatrick
VIDEO:	Fred Wagner, Harry Katzman
AUDIO:	Steve Madrick, Jack Braverman
PREMIERE:	Jan. 14, 1952
SPONSORS:	Various
ORIGINATION:	NBC Studios in New York via tape, plus live news interviews and feature inserts
NBC PRESS REPRESENTATIVES:	Anne Morrissy (New York) and Bill Faith (Hollywood)

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NBC-New York, 8/5/60

6 -- Optical credits for "Dodge"

JACK ZWILLINGER, NBC PRESS DEPARTMENT PHOTOGRAPHER, DIES AT 43

Jack Zwillinger, a staff photographer for the NBC Press Department for the past 11 years, died suddenly about 8 o'clock this morning at his home, 61-35 98th Street, Forest Hills North, N. Y.

Mr. Zwillinger, who was 43, had been in poor health since he underwent a major operation last February. He had continued on the job at NBC, however, and just this week began his vacation.

A specialist in studio and glamour photography, Mr. Zwillinger had taken publicity portraits and rehearsal pictures of most of NBC's top radio and television stars over the past decade. A man with an engaging, warm personality, he had a particular talent for putting a star at ease in a photo studio and gaining the star's confidence. Among those whose pictures he took and with whom he developed close working relationships are Perry Como, Milton Berle, Dave Garroway, Jack Paar and, in the early years of television when they were starting their careers, Grace Kelly, Eva Marie Saint, Rita Gam and Carole Ohmart.

Mr. Zwillinger also traveled extensively as an NBC publicity photographer. A year ago, he covered Soviet Premier Khrushchev's cross-country tour of the United States.

(more)

JACK ZWILLINGER, NBC PUBLIC DEPARTMENT PHOTOGRAPHER, DIED AT 45

Jack Zwillinger, a staff photographer for the Press Department for the past 11 years, died suddenly about 8 o'clock this morning at his home, 51-[illegible] 98th Street, Forest Hills North, N. Y.

Mr. Zwillinger, who was 45, had been in poor health since he underwent a major operation last February. He had continued on the job at NBC, however, and just their week began his vacation.

A specialist in studio and glamour photography, Mr. Zwillinger had taken publicity portraits and rehearsal pictures of most of NBC's top radio and television stars over the past decade. A man with an engaging, warm personality, he had a particular talent for putting a star at ease in a photo studio and gaining the star's confidence. Among those whose pictures he took and with whom he developed close working relationships are Jerry Lewis, Milton Berle, Dave Garroway, Jack Paar and in the early years of television when they were starting their careers, Grace Kelly, Eva Marie Saint, Rita Lamond Garcia Chapel.

Mr. Zwillinger also traveled extensively as an NBC publicity photographer. A year ago, he covered Soviet Premier Khrushchev's cross-country tour of the United States.

([illegible])

He also covered the shooting of a Maurice Chevalier special program for the network in Paris in 1957, and location shooting in various parts of this country.

Born in New York, Mr. Zwillinger was graduated from Newtown High School and attended Columbia. He joined NBC in 1941 as a page and, after more than four years of service with the Army in this country and Europe, returned to the company in 1946 as a dark room technician. He was named a staff photographer for the Press Department in 1949.

Mr. Zwillinger leaves his wife, Sue; and two children, Craig, 13; and Vicki, 10.

Funeral arrangements will be announced.

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NBC-New York, 8/5/60

NBC-TV NETWORK COLORCAST SCHEDULE

For Week of Aug. 14-20 (All Times EDT)

Sunday, Aug. 14

8-9 p.m. -- "Music on Ice" presents "Continental Holiday," starring singer June Valli, Vic Charles and His Personalities, a marionnette act; skaters Jeanie Arlen and Buddy La Londe, acrobats Curtin and Hittle, the Skip-Jacks, the Dancing Blades, and Bob Boucher and his orchestra.

9-10 p.m. -- "The Chevy Mystery Show" presents "Run-Around," starring Vincent Price and Everett Sloane. Walter Slezak is host.

Monday through Friday, Aug. 15-19

11-11:30 a.m. -- "The Price Is Right" - with Bill Cullen.

12:30-1 p.m. -- "It Could Be You" - with Bill Leyden.

Monday, Aug. 15

10-11 p.m. -- "What Makes Sammy Run?" - part one, starring John Forsythe, Barbara Rush, Dina Merrill, Larry Blyden and special guest Sidney Blackmer. (Repeat)

Tuesday, Aug. 16

9:30-10 p.m. -- "The Arthur Murray Party" - with guests David Wayne, June Havoc and Bert Lahr. (Repeat)

(more)

2 - NBC-TV Network Colorcast Schedule

Wednesday, Aug. 17

8:30-9 p.m. -- "The Price Is Right" - with Bill Cullen.

Friday, Aug. 19

9:30-10 p.m. -- "Masquerade Party" - Bert Parks is host.

10-11 p.m. -- "Moment of Fear."

Saturday, Aug. 20

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "The Ruff and Reddy Show"

7:30-8:30 p.m. -- "Bonanza" - tonight, "Escape to Ponderosa."
(Repeat)

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NBC-New York, 8/5/60

JACK TRACY
ROOM 320

2-X-H

NBC COLOR TELEVISION NEWS

August 8, 1960

'ASTAIRE TIME'--ALL-NEW FULL-HOUR FRED ASTAIRE COLORCAST--
TO BE PRESENTED ON NBC-TV NETWORK WEDNESDAY, SEPT. 28

"Astaire Time" -- the all-new full-hour Fred Astaire show -- will be colorcast on the NBC-TV Network Wednesday, Sept. 28 (10 to 11 p.m. NYT). The date, time and title for the Chrysler Corporation-sponsored colorcast were announced today by David Levy, Vice President, Programs and Talent, NBC Television Network.

"Astaire Time" will feature Barrie Chase, who made her television debut on Astaire's first show. Also appearing will be David Rose and his orchestra, jazz band leader Count Basie and other personalities to be announced.

Astaire's persistence as a perfectionist -- every new routine for his shows is rehearsed time after time until it has his final approval -- brought results which won him acclaim from viewers and critics and has won numerous awards for the dancing star.

The first Astaire colorcast, in the Fall of 1958, was that year's most honored television show, winning virtually every type of program award including nine Emmys. His 1959 show also received several awards. Both programs were repeated on the NBC-TV Network following their initial showings.

"Astaire Time" will be the third all-new Astaire show sponsored by Chrysler Corporation through Leo Burnett Co., Inc., advertising agency.

-----o------

August 8, 1960

'OUR AMERICAN HERITAGE' TO DRAMATIZE EARLY EVENTS IN CAREER OF THEODORE ROOSEVELT ON NBC-TV; FOUR STARS CHOSEN FOR MAJOR ROLES

Thomas Mitchell, George Peppard, Glenda Farrell and Ina Balin have been assigned leading roles for a full-hour, historically-authentic dramatization of events early in the career of Theodore Roosevelt on the NBC-TV Network's "Our American Heritage" for the 1960-61 season.

Mildred Freed Alberg, producer of the series (for Milberg Enterprises, Inc.), announced that the Tad Mosel teleplay -- title to be announced -- treating young Roosevelt's battles, both physical and political, as a New York City politician and Dakota rancher will be taped this week for presentation on the award-winning series this Winter. Jack Smight is the director.

"Our American Heritage," sponsored by the Equitable Life Assurance Company of the United States through Foote, Cone and Belding, will begin its second season on NBC-TV Friday, Oct. 21 (7:30-8:30 p.m. EDT). In addition to the Roosevelt teleplay and among other properties, the producers are considering a dramatization of the last years of Alexander Hamilton, Secretary of the Treasury killed in a duel with Aaron Burr in 1804, as a one-hour presentation for the new season.

(more)

Mrs. Alberg has assigned the role of the youthful Roosevelt to Peppard. Thomas Mitchell will portray Joseph Murray, Teddy's closest friend and political adviser. Miss Farrell is cast as Roosevelt's mother, and Miss Balin plays his second wife, Edith Carow Roosevelt.

Also in the cast are Joanne Linville as Alice Lee Roosevelt, the Rough Rider's first wife (who died in 1884, four years after they were married); Arthur Hill as Samuel Gompers, the labor leader; and Martine Bartlett as Anna Roosevelt, Theodore's sister.

The Roosevelt script has been prepared in cooperation with the editors of American Heritage, the magazine of history, as have been all "Our American Heritage" presentations to date. Last season, the series profiled crucial events in the lives of these great Americans: Thomas Jefferson, Eli Whitney, John C. Fremont, Ulysses S. Grant, Oliver Wendell Holmes Jr. and Andrew Carnegie.

Mitchell is a star of stage, screen and television. He made his first film appearance in 1936 and, three years later, won an Academy Award for best performance by a supporting actor, in "Stage-coach." He has received four other Academy Award nominations, and his best-known films include "The Long Voyage Home," "Gone with the Wind," and "High Noon." He starred in "Death of a Salesman," among other stage hits, and his best-remembered television performances have been in "The Mayor of the Town," "O. Henry Playhouse" and "Glencannon" series, and in numerous specials, including NBC-TV's "Ah, Wilderness!" and "The Secret of Freedom."

(more)

Mrs. Hibberg has designed the [illegible] of the [illegible] Roosevelt [illegible] Reynold. Thomas Mitchell will [illegible] Joseph Marvas, [illegible] [illegible] friend and [illegible] advisor. [illegible] [illegible] Roosevelt's [illegible] and [illegible] [illegible] [illegible] [illegible] Roosevelt.

Also in the cast [illegible] [illegible] [illegible] as Alice Lee Roosevelt, [illegible] Roman Rider's first wife (married in 1880, four years after that [illegible] married); Arthur Hill as Samuel Gompers, the [illegible] leader, and [illegible] Bartlett as Anne Roosevelt, Theodore's sister.

The Roosevelt script has been produced in cooperation with the [illegible] of American Heritage, the magazine of history. We have been all [illegible] American Heritage' presentations to date. Last season, the series [illegible] [illegible] [illegible] in the [illegible] of these [illegible] [illegible]. Thomas [illegible], Ali Whitney, [illegible] [illegible], [illegible] [illegible], [illegible] [illegible] Holmes Jr. and [illegible] [illegible].

Mitchell is a star of stage, screen and television. [illegible] [illegible] first film appearance in [illegible] and, three years later, [illegible] [illegible] Award for best performance [illegible] a supporting actor, in "Stage-[illegible]." He has received four [illegible] [illegible] [illegible] [illegible], and [illegible] heat-known films include "[illegible] [illegible] voyage home," "[illegible] with [illegible]," and "High Noon." He starred in "Death of a Salesman," among [illegible] Stage hits, and his best-remembered television performance [illegible] in "The [illegible] of the Town," "[illegible] [illegible]" and "[illegible]" [illegible], and in [illegible] [illegible], including [illegible]'s "[illegible]" [illegible] "The Secret of [illegible]."

(more)

Peppard is a young actor of stage, screen and TV who made his Broadway bow in 1956 in "Girls of Summer," followed by "The Pleasure of His Company." His screen credits include "Home from the Hill" and "The Subterraneans." On TV he has played in "The Eye of Truth" on "Suspicion," "Incident at a Corner" on "Ford Startime" and many other dramatic shows.

Miss Farrell's screen credits include "Susan Slept Here," "Girls in the Night," "Heading for Heaven" and "Girl in the Red Velvet Swing." Her many Broadway roles include those in "Home Is the Hero," "Masquerade," "Separate Rooms," "Divided Honors" and "Love, Honor and Betray."

The 22-year-old Miss Balin, a native of Brooklyn, made her Broadway debut in 1957 in "Compulsion," followed by "A Majority of One." She made her motion picture debut this year in a co-starring role in "From the Terrace," has had featured parts in numerous television shows, and was featured in a three-page article (with cover portrait) in a recent edition of Life magazine.

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NBC-New York, 8/8/60

NBC COLOR TELEVISION NEWS

August 8, 1960

JACK PAAR TO RETURN FROM VACATION IN A BLAZE OF COLOR

When Jack Paar comes back to New York from Europe and a three-week vacation on Monday, Sept. 19, he'll return to his show in a blaze of color.

On that day the NBC-TV Network will start its colorcasts of "The Jack Paar Show."

Mondays through Thursdays, the program (11:15 p.m. to 1 a.m. EDT) will be broadcast in color. On Fridays, NBC-TV will telecast -- in black and white only -- a "Best of Paar," taped highlights from previous shows. Later in the season this feature will also be colorcast.

During Paar's vacation (he will leave the show Aug. 29) Studio 6B, which is the origination point for the nighttime show, will be adapted for colorcasts. For the three weeks of Paar's absence guest stars will be hosts of the program in another studio in the RCA Building, New York. (Details on these guests are in a separate story in this mailing of the NBC Daily News Report.)

A 'DIPLOMA' FOR EARLY A.M. VIEWERS

A casual ad lib by WCSH-TV's weather man Ellis O'Brien in Portland, Me., after the Democratic convention coverage over NBC-TV ended one morning at 3:30 a.m., revealed later that a number of viewers were still tuned in.

As O'Brien was giving a late news-and-weather report at about 3:45 a.m. that morning, he commented that "anyone still up and watching deserves some sort of a medal or diploma, and if you'll write I'll see you get one." The mails brought responses from nearly 100 viewers and Station WCSH-TV made a special "diploma" making the viewers members of the "Co-axial Order of Channel Six Convention, News and Weather Watchers."

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BUSY SCHEDULE AHEAD FOR 'PLAINSMAN' ANSARA

Michael Ansara, who portrays Deputy Marshal Sam Buckhart in "Law of the Plainsman" (NBC-TV Network, Thursdays, 7:30 p.m. EDT) has left Hollywood for Lawton, Okla., to star in "Indian Paint," a feature color film about Indians. The film is financed by Oklahoma citizens.

Ansara portrays an Indian chief in the film. Fighting between white and red men is noticeable for its absence in the storyline.

Shooting on the film will be interrupted Aug. 19 to enable Ansara to fly to Springfield, Ill., where he and his wife, actress Barbara Eden, headline the Illinois State Fair for a week.

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NBC-New York, 8/8/60

A "DIPIONA" FOR [illegible] A.M. FIGHTERS

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ortland, Me., after the Democratic convention coverage over NBC-TV
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mbers of the "Co-aerial Order of Channel Hill Convention, News and
ather Watchers."

BEST SCREENPLAY AWARD FOR "PLAINSMAN" INSIGHT

Without [illegible], the [illegible] Daily Marshal and [illegible] in
aw of the Plainsman" (NBC-TV Network, Thursday, 7:30 p.m. [illegible]) has
ft Hollywood for [illegible], [illegible], to star in "[illegible]," a [illegible]
ion film about Indians. The film is [illegible] by Oklahoma citizens.

Anders portrays an Indian chief in the film. Finding [illegible]
ite and [illegible] is [illegible] for its absence in the [illegible].

Shooting on the film will be interrupted Aug. 19 to enable
[illegible] to fly to Springfield, Ill., where he and his wife, [illegible]
[illegible] Eden, headline the Illinois State Fair for a week.

NBC-New York, [illegible]

August 8, 1960

SPECIAL ONE-HOUR REPORT ON FIRST WEEK OF CURRENT SENATE SESSION WILL BE 'WORLD WIDE 60' FEATURE

NBC News will present a special one-hour report covering the first week of activity in the special session of the Senate and a preview of what is expected of the opening session of the House of Representatives on "World Wide 60" Saturday, Aug. 13 at 9:30 p.m. EDT. The program, "NBC Special Report-Congress Reconvened" will pre-empt the showing of "The Great War," originally scheduled for that date.

Issues involved will be discussed by NBC News correspondents in Washington. The candidates' views as interpreted by NBC reporters assigned to the various campaigns -- Sander Vanocur to Senator John F. Kennedy, Herb Kaplow to Vice President Richard M. Nixon and Robert Abernethy to Senator Lyndon B. Johnson -- will also be studied. NBC reporters will also present interviews with key Washington figures covering the post-convention session. The panel, in addition to those listed above, will include Frank McGee, Robert McCormick, Richard C. Harkness and Frank Bourgholtzer.

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QUINN REDEKER TO PLAY FEATURED ROLE IN 'DAN RAVEN' SERIES

Quinn Redeker has been signed for a regular featured role on the NBC-TV Network's full-hour "Dan Raven" series, which will premiere Friday, Sept. 23 (7:30-8:30 p.m. EDT).

Redeker will portray Perry Levitt, a national magazine photographer who accompanies Detective Lt. Dan Raven (series star Skip Homeier) as he covers the colorful Sunset Strip.

The handsome, young actor was born in Woodstock, Ill. He is six feet two inches tall, weighs 195 pounds, has brown hair and green eyes. He had wanted to become a comedian ever since high school days, but turned to acting after a try at night clubs. He studied with Sandy Meisner, noted dramatic coach.

Quinn has appeared on television and in two feature pictures, but the new series represents his first major acting break. His hobbies include boxing, swimming, tennis and golf. He is also a reserve officer on the Santa Monica Police Force.

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SAM SHARKEY TO DISCUSS TV'S ROLE COVERING GOVERNMENT AND POLITICS

Sam Sharkey, Editor, NBC News, will address the 300 members of the Association for Education in Journalism, Tuesday, Aug. 30, at Pennsylvania State College, University Park, Pa. He will discuss television's role in covering government and politics.

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NBC-New York, 8/8/60

QUINN REDMAN TO PLAY FEATURED ROLE IN 'DAN RAVEN' SERIES

Quinn Redmer has been signed for a regular featured role on the NBC-TV Network's Full-hour "Dan Raven" series, which will premiere Friday, Sept. 23 (7:30-8:30 p.m. EDT).

Redmer will portray Perry Levitt, a national magazine photographer who accompanies Detective Lt. Dan Raven (series star Skip Homeier) as he covers the colorful Sunset Strip.

The handsome, young actor has been in Woodstock, Ill. He is six feet two inches tall, weighs 195 pounds, has brown hair and green eyes. He had started to become a comedian ever since high school days, but turned to acting after a try at night clubs. He studied with Sandy Meisner, noted dramatic coach.

Quinn has appeared on television and in two feature pictures, but the new series represents his first major acting break. His hobbies include boxing, swimming, tennis and golf. He is also a reserve officer of the Santa Monica Police Force.

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NBC-New York, 8/8/61

JACK TRACY
ROOM 320

NBC TRADE NEWS

August 9, 1960

SANDURA COMPANY PURCHASES ELECTION NIGHT COVERAGE ON THE NBC TELEVISION NETWORK

The purchase today of Election Night coverage Tuesday, Nov. 8, by the Sandura Company Inc., for its Sandran vinyl floor coverings was announced by Don Durgin, Vice President, NBC Television Network Sales.

Advertisers who have previously purchased NBC-TV's 1960 election coverage are Thomas J. Lipton Company, Brown & Williamson Tobacco Company, B. F. Goodrich Company and its dealers, and Field Enterprises Inc.

Results of the election will be reported by Chet Huntley and David Brinkley, award-winning NBC News team, throughout the evening on Nov. 8. NBC's coverage of the election will also highlight for the first time the new RCA 501 Computer, which will be used to interpret results of the election.

The Sandura purchase was placed through the Hicks & Greist Inc. advertising agency.

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PR-14

ROM THE NATIONAL BROADCASTING COMPANY
irty Rockefeller Plaza, New York 20, N. Y.

August 9, 1960

NBC NEWS PLANS ANNOUNCED FOR CONTINUOUS COVERAGE OF CANDIDATES AND EVENTS IN ELECTION CAMPAIGN

Continuous coverage of the competing candidates, live reports from key spots in the campaign and a flexible schedule of special programs are included in NBC News' plans for coverage of the 1960 Presidential election campaigns, it was announced today by William R. McAndrew, Vice President, NBC News.

Four NBC correspondents will be assigned to the camps of the Presidential and Vice Presidential candidates -- Sander Vanocur with Senator John F. Kennedy, Herb Kaplow with Vice President Richard M. Nixon, Robert Abernethy with Senator Lyndon B. Johnson and Bill Ryan with Henry Cabot Lodge, U. S. Ambassador to the U. N. Vanocur and Kaplow will be accompanied at all times by a complete crew of soundman, cameraman and director.

Chet Huntley and David Brinkley, the network's award-winning news team, will make trips with the candidates to cover vital campaign stories.

McAndrew also announced that NBC News plans several news specials built around the campaign and its issues. The first of these, "The Coming Campaign," was presented on "World Wide 60" Saturday, Aug. 6.

Chet Hagan will supervise NBC's campaign coverage from the campaign desk at NBC News headquarters in New York. Robert Priaulx will direct campaign shows.

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August 9, 1960

LESTER BERNSTEIN DESIGNATED TO COORDINATE PLANS FOR PRESIDENTIAL CANDIDATES' APPEARANCE ON NBC-TV'S "THE GREAT DEBATE" SERIES

Lester Bernstein, Vice President, Corporate Affairs, has been designated by Robert W. Sarnoff, Chairman of the Board of the National Broadcasting Company, to coordinate plans for the appearance of the Presidential candidates on NBC-TV's series, "The Great Debate."

Mr. Bernstein will meet with representatives of Senator John F. Kennedy and Vice President Richard M. Nixon as well as the other two networks to set up a schedule for the debates and discuss details of the formats to be used.

"The Great Debate" was first proposed June 29 by Mr. Sarnoff as a series in prime evening time. It is based on the expectation that the House will pass a resolution already adopted by the Senate to free broadcasters from the legal requirement that they grant equal time to splinter and minor party candidates.

After both major party candidates for President had been nominated, Mr. Sarnoff dispatched identical telegrams inviting them to take part in the NBC series. Both have accepted.

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NANCY WALKER JOINS GROWING LIST OF GUESTS
FOR NBC'S "TAB HUNTER SHOW" TELECASTS

Broadway and Hollywood comedienne Nancy Walker joins a growing list of entertainment personalities signed for guest star roles in NBC-TV Network's "The Tab Hunter Show," new comedy series currently in production for a Fall premiere.

Tab Hunter stars -- with Richard Erdman and Jerome Cowan as co-stars in the series, slated for NBC-TV's Sunday night schedule.

Other guest stars will include Tuesday Weld, Mary Murphy, Nita Talbot, Liliane Montevecchi, Elizabeth Montgomery, Pat Crowley, Elaine Stewart, Sara Marshall, Reta Shaw, Dean Miller and John McGiver.

Bob Sweeney, remembered for his comic portrayal of Fibber in last season's "Fibber McGee and Molly" series on NBC-TV, will be guest director for one segment.

Norman Tokar is producer-director, and Charles Irwin and Robert M. Sherman are associate producers of the series, which is being filmed at Metro-Goldwyn-Mayer studios.

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TITLE CHANGE FOR CONGRESSIONAL PROGRAM ON 'WORLD WIDE 60'

Title of the "World Wide 60" telecast scheduled for Saturday, Aug. 13 (NBC-TV Network, 9:30-10:30 p.m. EDT) has been changed to "NBC Special Report--Congress and the Campaign." The program was originally listed as "NBC Special Report--Congress Reconvened."

NBC-New York, 8/9/60

JACK TRACY
ROOM 320

2-X-H

NBC TRADE NEWS

August 10, 1960

ARCH ROBB NAMED DIRECTOR, SPECIAL PROGRAMS, NBC-TV NETWORK

The appointment of Arch Robb as Director, Special Programs, NBC-TV Network, was announced today by Richard L. Linkroum, Vice President, Special Programs, NBC Television Network.

Mr. Robb, who has been Manager, Special Programs, since November, 1958, joined NBC in February, 1943, as assistant to the Eastern Program Manager. He later served as Manager, Administration, Television Network Programs, and has held various posts in the program department. He began his broadcasting career with radio station WHBF in Rock Island, Ill., in 1934.

Mr. Robb is a graduate of the University of Illinois, and has taught radio and TV courses at Columbia University. He lives in Scarsdale, N. Y., with his wife and son.

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'WISDOM,' BOOK BASED ON NBC-TV CONVERSATIONS WITH ELDER WISE MEN, TO BE ISSUED IN ARABIC, PERSIAN, URDU, BENGALI AND INDONESIAN

The book based on NBC-TV's conversations with elder wise men, "Wisdom," is to be translated and published soon in the Arabic, Persian, Urdu, Bengali and Indonesian languages.

Edited and with an introduction by James Nelson, the program's present producer, the book was published in this country by W. W. Norton and Co. in 1958. It contains conversations with 23 world figures including Bertrand Russell, Jawaharlal Nehru, David Ben-Gurion, Herbert Hoover, Frank Lloyd Wright, Igor Stravinsky, and Pablo Casals. Rights for publication in the five languages were sold to Franklin Publications Inc.

Several new "Wisdom" programs have been filmed by NBC Special Projects in recent months but playdates have not yet been announced. The new subjects include Andres Segovia, Nadia Boulanger, W. Somerset Maugham, David Low, Clement Attlee, and Dr. Paul Dudley White.

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NBC-New York, 8/10/60

August 10, 1960

Following is a joint statement by representatives of the two major Presidential candidates, the three TV networks and the four radio networks in a meeting at the Waldorf-Astoria, New York, yesterday:

"It was agreed that live debates between the two major candidates is desirable. Representatives of the candidates are now to meet with the candidates to examine their own schedules and thus to determine the number of such joint appearances which may be feasible and at what places and times they can get together.

"The scheduling of these programs, of course, is contingent on favorable action by the House of Representatives on Senate Joint Resolution 207."

Attending the meeting in behalf of Senator Kennedy was Leonard Reinsch, communications consultant to the Democratic candidate. In Vice President Nixon's behalf the meeting was attended by Herbert Klein, his press secretary; Fred Scribner, Under Secretary of the Treasury and a member of the Nixon campaign strategy board; Ted Rogers, TV and radio consultant to Mr. Nixon, and Carroll P. Newton who heads Campaign Associates, the advertising group formed to handle Republican advertising in the forthcoming campaign.

NBC, CBS and ABC were represented by Lester Bernstein, NBC Vice President, Corporate Affairs; Sig Mickelson, President, CBS News; and John Daly, Vice President, ABC News.

The Mutual Broadcasting System was represented by Joseph Keating and Norman Baer.

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JACK TRACY
ROOM 320

2-X-H

NBC COLOR TELEVISION NEWS

August 11, 1960

'BELL TELEPHONE HOUR' PREMIERE

\- - -

Van Cliburn, Benny Goodman, Sally Ann Howes, Howard Keel, Melissa Hayden and Andre Eglevsky Headline First Of Alternate-Friday NBC Full-Hour Colorcasts

Van Cliburn, Benny Goodman, Sally Ann Howes, Howard Keel and ballet dancers Melissa Hayden and Andre Eglevsky will headline the opening "Bell Telephone Hour" colorcast of the 1960-61 season Friday, Sept. 30, on the NBC-TV Network (9-10 p.m. EDT). Donald Voorhees conducts the Bell Telephone Orchestra.

The full-hour colorcasts of music and dance will continue on alternate Fridays at the same time, sponsored by the Bell System. N. W. Ayer and Son, Inc., is the agency.

Van Cliburn will make his first appearance on TV in two years on this program, playing a movement from a concerto, accompanied by the orchestra. Keel and Miss Howes will join for a musical survey of Summer holiday shows, giving the program its subtitle, "Holiday in Music." Keel will also be program host.

Another aspect of the "Holiday" theme will be taken up by Benny Goodman, appearing with Red Norvo, Flip Phillips, Ernie Green

(more)

and singer Maria Marshall. The nine-man swing band that established some Summer festival records in jazz will be featured by Goodman.

A selection from the second act of the ballet "Sleeping Beauty" will be presented with Miss Hayden, Eglevsky and three other solo dancers; Francisco Moncion, Conrad Ludlow and Michael Lland.

The "Bell Telephone Hour" is produced by Henry Jaffe Enterprises with Barry Wood as executive producer. It will originate live in NBC's Brooklyn studios.

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NBC-New York, 8/11/60

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A selection from the second act of the ballet "Sleeping Beauty" will be presented with Miss Haydon, Eglevsky and three other solo dancers: Francisco Moreno, Conrad Ludlow and Michael Bland.

The "Bell Telephone Hour" is produced by Henry Jaffe Enterprises with Barry Wood as executive producer. It will originate live in NBC's Brooklyn studios.

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NBC-New York, 8/11/60

NBC COLOR TELEVISION NEWS

August 11, 1960

'RIVAK, THE BARBARIAN' TO BE FULL-HOUR COLOR SPECIAL

- - -

NBC-TV Presentation Will Be Prologue to 'The Barbarians,'
Network's Colorcast Series Starring Jack Palance

"Rivak, the Barbarian" -- a prologue to the NBC Television Network's full-hour color series, "The Barbarians," based on F. Van Wyck Mason's novel of love and slavery during the Punic Wars -- will be a colorcast special presentation on NBC-TV Tuesday, Sept. 20 (10 to 11 p.m. EDT), it was announced today by David Levy, Vice President, Programs and Talent, NBC-TV Network.

Jack Palance stars in the title role of "Rivak, the Barbarian," filmed in Rome this Summer by co-producers John Lee Mahin and Martin Rackin. Featured players include Richard Wyler as Lycursus, Austin Willis as Varro and Joseph Cuby as Babu. Italian motion picture actress Millie Vitale, as Princess Tiratha, is the special guest star. Rudolph Mate directs.

The storyline for "Rivak, the Barbarian" is based on the first chapters of Mason's novel and provides the setting for the vivid drama of love and war, conflict and heroism, in the third century B. C.

The son of a Celtic king, Rivak (Palance) is dragged with his sister, Creoda (Melody O'Brien), abroad the galley of Kainus (Guy Rolfe), the commander of the Carthaginian fleet. Chained as a galley slave, Rivak watches his sister fling herself into the sea rather than face humiliation at Kainus' hands, and vows revenge.

(more)

At Carthage, Rivak is saved from death by the beautiful Princess Tiratha (Miss Vitale), who, in return for his love, gives him a favored position in the Carthaginian court. But Rivak soon finds common cause with Lycursus (Wyler), a Greek mercenary in the hire of Carthage; Varro (Willis), a Roman slave in charge of the Carthaginian elephants, and a teen-aged slave boy, Babu (Cuby), each of whom has reason for hating Carthage and wanting to escape to Italy to join Roman forces at war with Carthage.

Unwittingly assisted by Tiratha, they lead a slaves' revolt in which Rivak exacts his revenge upon Kainus. They commandeer a Carthaginian ship of war and set out for Rome and a Mediterranean odyssey in lands and waters of the far-flung empires of Rome and Carthage.

Credits for "Rivak, the Barbarian" -- produced by Mahin-Rackin Productions in association with the NBC-TV Network, and filmed in and around Rome and at Cinecitta, Italy's largest film studio -- include Carl Guthrie, cinematographer, and Franco Lolli, art director. Franco Ferrara composed original music for the teleplay which was authored by the producers, Mahin and Rackin.

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NBC-New York, 8/11/60

NBC-TV NETWORK COLORCAST SCHEDULE

For September (All Times EDT)

Thursday and Friday, Sept. 1 and 2

11-11:30 a.m. -- "The Price Is Right" - Bill Cullen emcees.

12:30-1 p.m. -- "It Could Be You" - Bill Leyden emcees.

Friday, Sept. 2

9:30-10 p.m. -- "Masquerade Party" - Bert Parks is emcee.

10-11 p.m. -- "Moment of Fear" - mystery drama.

Saturday, Sept. 3

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "The Ruff and Reddy Show"

7:30-8:30 p.m. -- "Bonanza" - tonight - "Death at Dawn" (repeat)

Sunday, Sept. 4

8-9 p.m. -- "Music on Ice"

9-10 p.m. -- "The Chevy Mystery Show" - Walter Slezak is host.

Monday through Friday, Sept. 5-9

11-11:30 a.m. -- "The Price Is Right"

12:30-1 p.m. -- "It Could Be You"

Monday, Sept. 5

10-11 p.m. -- "Murder and the Android," starring Kevin McCarthy, Rip Torn, Vladimir Sokoloff and Suzanne Pleshette. (Repeat)

(more)

Tuesday, Sept. 6

9:30-10 p.m. -- "The Arthur Murray Party" - tonight's guests are dancers from Broadway musicals. (Repeat) NOTE: This is the last program in current series.

Wednesday, Sept. 7

8:30-9 p.m. -- "The Price Is Right" - Bill Cullen emcees.

Friday, Sept. 9

9:30-10 p.m. -- "Masquerade Party"

10-11 p.m. -- "Moment of Fear"

Saturday, Sept. 10

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "The Ruff and Reddy Show"

Conclusion of baseball game to 6:30 PM -- "National Singles Tennis Championships" from Forest Hills, N. Y.

7:30-8:30 p.m. -- "Bonanza" - (new series of dramas starts tonight)

Sunday, Sept. 11

Conclusion of baseball game to 6:30 p.m. -- "National Singles Tennis Championships" from Forest Hills, N. Y.

8-9 p.m. -- "Music on Ice" - NOTE: This is the last program in current series.

9-10 p.m. -- "The Chevy Mystery Show"

Monday through Friday, Sept. 12-16

11-11:30 a.m. -- "The Price Is Right"

12:30-1 p.m. -- "It Could Be You"

Wednesday, Sept. 14

8:30-9 p.m. -- "The Price Is Right"

Friday, Sept. 16

9:30-10 p.m. -- "Masquerade Party"

10-11 p.m. -- "Moment of Fear"

(more)

Saturday, Sept. 17

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "The Ruff and Reddy Show"

7:30-8:30 p.m. -- "Bonanza"

Sunday, Sept. 18

7-8 p.m. -- "The Shirley Temple Show," a new series of family entertainment programs starring Shirley Temple as hostess and frequent star. (Premiere)

9-10 p.m. -- "The Chevy Mystery Show"

Monday through Friday, Sept. 19-23

11-11:30 a.m. -- "The Price Is Right"

12:30-1 p.m. -- "It Could Be You"

Monday through Thursday, Sept. 19-22

11:15 p.m.- 1 a.m. -- "The Jack Paar Show," starring Jack Paar as host, with Hugh Downs as announcer and Jose Melis and his orchestra. NOTE: The Friday night "Jack Paar Show" repeats titled "The Best of Paar" will be telecast in black and white only until further notice.

Tuesday through Friday, Sept. 20-23

10:30-11 a.m. -- "Play Your Hunch," an audience participation program starring Merv Griffin as emcee.

Tuesday, Sept. 20

10-11 p.m. -- "Rivak, the Barbarian," a drama of love and slavery during the Punic Wars, starring Jack Palance.

Wednesday, Sept. 21

8:30-9 p.m. -- "The Price Is Right"

Thursday, Sept. 22

9:30-10 p.m. -- "The Ford Show," starring Tennessee Ernie Ford. (Fall premiere)

(more)

- NBC-IV Network Colorcast Schedule for September

Tuesday, Sept. 17

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "The Tuff and Paddy Show"

7:30-8:30 p.m. -- "Bonanza"

Friday, Sept. 18

7-8 p.m. -- "The Shirley Temple Show," a new series of family entertainment programs starring Shirley Temple as hostess and frequent star. (Premiere)

9-10 p.m. -- "The Chevy Mystery Show"

Monday through Friday, Sept. 19-23

11-11:30 a.m. -- "The Price Is Right"

12:30-1 p.m. -- "It Could Be You"

Monday through Thursday, Sept. 19-22

11:15 p.m. - 1 a.m. -- "The Jack Paar Show," starring Jack Paar as host, with Hugh Downs as announcer and Jose Melis and his orchestra. NOTE: The Friday night "Jack Paar Show" repeats titled "The Best of Paar" will be telecast in black and white only until further notice.

Tuesday through Friday, Sept. 20-23

10:30-11 a.m. -- "Play Your Hunch," an audience participation program starring Merv Griffin as emcee.

Wednesday, Sept. 23

10-11 p.m. -- "Rivak, the Barbarian," a drama of love and slavery during the Punic Wars, starring Jack Palance

Wednesday, Sept. 21

8:30-9 p.m. -- "The Price Is Right"

Thursday, Sept. 22

9:30-10 p.m. -- "The Ford Show," starring Tennessee Ernie Ford. (Fall premiere)

(more)

Friday, Sept. 23

9:30-10 p.m. -- "Masquerade Party" (Last program in current series)

10-11 p.m. -- "Moment of Fear" (Last Program in current series)

Saturday, Sept. 24

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "The Ruff and Reddy Show"

7:30-8:30 p.m. -- "Bonanza"

Sunday, Sept. 25

7-8 p.m. -- "The Shirley Temple Show"

9-10 p.m. -- "The Chevy Mystery Show"

Monday through Friday, Sept. 26-30

6-6:30 a.m. -- "Continental Classroom" - Modern Chemistry (Repeat)

6:30-7 a.m. -- "Continental Classroom" - Contemporary Mathematics

10:30-11 a.m. -- "Play Your Hunch"

11-11:30 a.m. -- "The Price Is Right"

12:30-1 p.m. -- "It Could Be You"

Monday through Thursday, Sept. 26-29

11:15 p.m.- 1 a.m. -- "The Jack Paar Show"

Wednesday, Sept. 28

8:30-9 p.m. -- "The Price Is Right"

10-11 p.m. -- "Astaire Time," a new music and dancing special, starring Fred Astaire, with Barrie Chase, David Rose and his Orchestra and Count Basie.

Thursday, Sept. 29

9:30-10 p.m. -- "The Ford Show," starring Tennessee Ernie Ford.

Friday, Sept. 30

9-10 p.m. -- "The Bell Telephone Hour" presents "Holiday in Music," starring Van Cliburn, Benny Goodman, Sally Ann Howes, Howard Keel, Melissa Hayden and Andre Eglevsky. (Fall Premiere)

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5 - NBC-TV Network Colorcast Schedule for September

EDITORS PLEASE NOTE:

"The Jan Murray Show," a Monday-through-Friday audience participation show which starts Sept. 5 (2-2:30 p.m. EDT) will become a colorcast series beginning either Sept. 19 or Sept. 26. Exact date will be announced.

"Meet the Press," the program which interviews prominent personalities, (Sundays, 6-6:30 p.m. EDT), will become a colorcast series this Fall. Possible starting date is Sept. 25. Confirmation of this date or a change in date will be announced.

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NBC-New York, 8/11/60

JACK TRACY
ROOM 320

NBC TRADE NEWS

'PROJECT ECHO,' SPECIAL HALF-HOUR DOCUMENTARY ON LATEST AMERICAN SPACE ACHIEVEMENT, PRESENTED ON NBC-TV NETWORK BY BELL SYSTEM

"Project Echo," a special half-hour documentary television program on the latest American achievement in space, will be presented over the NBC-TV Network tonight (Friday, Aug. 12) at 9:30 p.m. EDT. The program will feature Chet Huntley and will be presented by the Bell System in cooperation with NBC News.

The telecast will graphically illustrate how a telephone call between Holmdel, N. J., and Goldstone, Calif., was bounced off a 100-foot aluminized plastic balloon in orbit 1,000 miles above the earth. The program will include "live" commentary as well as filmed segments of Project Echo preparations and the launching of the Delta Launch Vehicle from Cape Canaveral early today (Friday) by the National Aeronautics and Space Administration to put the balloon into orbit.

A filmed interview with Dr. John R. Pierce of the Bell Telephone Laboratories will be part of the telecast. He will describe how the human voice was transmitted by Bell scientists to the man-made mirror in space and bounced to the Jet Propulsion Laboratory at Goldstone.

Dr. Pierce will also discuss the long-range implications of Project Echo tests, a series of space communications experiments that have taken a giant step toward the development of international telephony and television through the use of satellites.

The Bell purchase was placed through N. W. Ayer & Son Inc.

-----o------ NBC-New York, 8/12/60

NBC COLOR TELEVISION NEWS

'GOLDEN CHILD,' ORIGINAL CHRISTMAS OPERA BY PAUL ENGLE AND PHILIP BEZANSON, WILL HAVE TV PREMIERE ON NBC 'HALLMARK HALL OF FAME' COLORCAST

FOR RELEASE MONDAY A.M., AUG. 15

"Golden Child," an original 90-minute Christmas opera by Paul Engle and Philip Bezanson, will have its television premiere on the NBC-TV Network's "Hallmark Hall of Fame" colorcast Friday, Dec. 16 (8:30-10 p.m. EST), producer-director George Schaefer announced today.

Patricia Neway, mezzo-soprano currently featured in "The Sound of Music" on Broadway, and widely known for her work with the New York City Opera and the NBC Opera series, will sing the role of Martha, the wife and mother of a migrating Iowa family which seeks refuge from a snowstorm on Christmas Eve at Sutter's Fort in California during the gold rush of 1849.

Jerome Hines, distinguished basso star of the Metropolitan Opera, will portray Captain John Sutter. Hines will return to the U. S. from the Bayreuth Festival to join the cast in rehearsal.

"Golden Child" will be taped next month.

Paul Engle, who wrote the libretto, and Philip Bezanson the composer, are on the faculty of the State University of Iowa. They first wrote and produced "Golden Child" on the university campus, where it was sung by a cast of graduate students at the school's annual Fine Arts Festival last Summer.

(more)

The two men were given a commission earlier this year from the Hallmark Fund for Television Drama to adapt the libretto and score for TV, Schaefer said.

Engle, a native of Cedar Rapids, Iowa, and a Rhodes scholar, received a master's degree at the State University of Iowa, and did graduate work at Columbia University. The 52-year-old poet has published a number of works, and is a professor of English and director of creative writing at the university.

Bezanson, 44, studied at the Yale University School of Music and received his master's degree and Ph.D. at the State University, where he is a professor of music. In 1953 the New York Philharmonic Orchestra presented the world premiere of his piano concerto which had been commissioned by Dimitri Mitropoulos. Last Winter, Bezanson's second sonata for violin and piano and a sextet for woodwinds and piano were performed at the Composers' Forum in New York City.

Noel Taylor will design the costumes for the "Golden Child" colorcast, and Warren Clymer will design the scenery. The opera will go into rehearsal on Aug. 22 and taping will be completed on Sept. 13.

"Golden Child" is the second original Christmas opera sponsored by "Hallmark." The first was Gian Carlo Menotti's highly acclaimed "Amahl and the Night Visitors." That opera's premiere and four subsequent performances were sponsored by "Hallmark" between 1951 and 1954.

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NBC-New York, 8/12/60

NBC-TV NETWORK COLORCAST SCHEDULE

For Week of Aug. 21 - 27 (All Times EDT)

Sunday, Aug. 21

8-9 p.m. -- "Music on Ice" presents "Fall Fantasy," starring Buddy La Londe, Sandy Stewart, Harrison and Kossi, the Blackburn Twins with Jerry Collins, and Darlene Sellek and her chimp Jinx.

9-10 p.m. -- "The Chevy Mystery Show" presents "The Inspector Vanishes," starring Walter Slezak, who is also host of this series.

Monday through Friday, Aug. 22-26

11-11:30 a.m. -- "The Price Is Right" - Bill Cullen emcees.

12:30-1 p.m. -- "It Could Be You" - Bill Leyden is emcee.

Monday, Aug. 22

10-11 p.m. -- "What Makes Sammy Run?" - part two, starring John Forsythe, Barbara Rush, Dina Merrill, Larry Blyden and special guest Sidney Blackmer. (Repeat)

Tuesday, Aug. 23

9:30-10 p.m. -- "The Arthur Murray Party," with tonight's guests: Diana Dors, Joey Bishop and Judith Anderson. (Repeat)

Wednesday, Aug. 24

8:30-9 p.m. -- "The Price Is Right" - Bill Cullen emcees.

Friday, Aug. 26

9:30-10 p.m. -- "Masquerade Party" - Bert Parks is emcee.

10-11 p.m. -- "Moment of Fear" - tonight - "The Accused," story of Adolf Eichmann.

(more)

2 - NBC-TV Network Colorcast Schedule

Saturday, Aug. 27

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "The Ruff and Reddy Show"

1:55 p.m.-to conclusion -- Major League Baseball Game between Chicago White Sox and Boston Red Sox.

7:30-8:30 p.m. -- "Bonanza" - tonight - "San Francisco Holiday" (Repeat)

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NBC-New York, 8/12/60

JACK TRACY
ROOM 320

NBC TRADE NEWS

August 15, 1960

FULL-HOUR 'LARAMIE' SERIES STARTING SECOND YEAR ON NBC-TV SEPT. 20 IN WEEKLY TUESDAY NIGHT-TIME PERIOD

The raw and turbulent Wyoming territory of the 1870s provides an action-filled setting for the NBC-TV Network's full-hour "Laramie" program which begins a new series of dramas this Fall starting Tuesday, Sept. 20, on the NBC-TV Network (7:30-8:30 p.m. NYT).

The weekly series, which stars John Smith, Robert Fuller and Robert Crawford Jr. -- the latter only in a limited number of episodes -- deals with life on the colorful American frontier and bares the hardship of Wyoming's pioneers as they struggle against the flood of riffraff and opportunists who follow the Westward movement and prey upon the weak and unsuspecting.

"Laramie" started originally Sept. 15, 1959, and was scheduled in Summer reruns from April 26 to Sept. 6, 1960.

John Smith, who went from a starring role in NBC-TV's "Cimarron City" to "Laramie," portrays Slim Sherman, a hardy pioneer who runs a ranch and relay station inherited from his father and who is responsible for the welfare of his younger brother, Andy, played by Emmy Award nominee Robert Crawford Jr.

Robert Fuller, relatively unknown at the beginning of last season, became highly popular and achieved starring status virtually overnight with his portrayal of Jess Harper, a wild and unpredictable drifter who arrives at the Sherman ranch and decides to stay until he gets restless again.

(more)

Various weekly episodes will continue to feature major guest stars.

The series, filmed at Revue Studios, Universal City, Calif., is under the over-all supervision of executive producer Richard Lewis. Producer is John Champion, a youthful motion picture veteran who was one of the first to recognize the potential of James Arness, Fess Parker and Chuck Connors before they achieved television stardom. Associate producer is Dan Ullman. Winston Miller is also set to produce several episodes.

The series is sponsored by a number of participating advertisers.

* * *

CREDITS FOR 'LARAMIE' ON THE NBC-TV NETWORK

DATE AND TIME:	NBC-TV Network, Tuesdays; 1960-61 series starting Sept. 20 (7:30 to 8:30 p.m. NYT)
ORIGINAL STARTING DATE:	Sept. 15, 1959 (Summer reruns April 26-Sept. 6, 1960)
NEW SEASON'S PREMIERE EPISODE (Sept. 20, 1960):	"Queen of Diamonds"
REGULAR STARS:	John Smith as Slim Sherman Robert Fuller as Jess Harper (Robert Crawford Jr. as Andy Sherman, in limited number of episodes only)

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FORMAT:	Western adventure series. Setting is the Wyoming territory of the 1870s. Slim runs a relay station inherited from his father and is responsible for the welfare of his younger brother, Andy. Jess, unlike Slim, is a drifter who agrees to stay at the ranch temporarily. Different guest stars appear in each episode.
EXECUTIVE PRODUCER:	Richard Lewis
PRODUCER:	John Champion; Winston Miller (several episodes)
DIRECTORS:	Various (Lesley Selander, "Queen of Diamonds")
WRITERS:	Various ("Queen of Diamonds" teleplay by Jerry Adelman, story by Dan Ullman)
PRODUCED BY AND AT:	Revue Studios, in association with the NBC-TV Network
MUSIC AND THEME BY:	Cyril Mockridge
ASSOCIATE PRODUCER:	Dan Ullman
DIRECTOR OF PHOTOGRAPHY:	Ray Rennahan, A. S. C.
ART DIRECTOR:	Various (John Meehan, "Queen of Diamonds")
EDITORIAL SUPERVISOR:	David J. O'Connell

(more)

FILM EDITOR:	Various (John C. Fuller, A. C. E., "Queen of Diamonds")
MUSICAL SUPERVISION:	Stanley Wilson
SPONSORS AND AGENCIES:	Dow Chemical Company (Saran Wrap) -- MacManus, John and Adams, Inc. Pittsburgh Plate Glass Co. -- Batten, Barton, Durstine & Osborn Inc. Simoniz Company -- Dancer-Fitzgerald-Sample Inc. National Carbon Co. (Prestone) -- J. M. Mathes Inc. The Nestle Company Inc. -- William Esty Co. Inc. Colgate-Palmolive Co. (Colgate) -- Ted Bates & Co., Inc. Readers Digest -- J. Walter Thompson Co. Pan American Coffee Co. -- Batten, Barton, Durstine & Osborn Inc. Ford Division of Ford Motor Company -- J. Walter Thompson Co.
NBC PRESS REPRESENTATIVES:	Leonard Meyers (New York); Rolf Gompertz (Hollywood)

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NBC-New York, 8/15/60

"EQUITABLE'S OUR AMERICAN HERITAGE" IS NEW TITLE
FOR NBC-TV NETWORK SERIES OF HISTORIC DRAMAS

The title for the NBC-TV Network's series of special historical dramatizations has been changed for the 1960-61 season to "Equitable's Our American Heritage." The series -- sponsored by the Equitable Life Assurance Society of the United States through Foote, Cone and Belding -- was formerly entitled "Our American Heritage."

Produced by Mildred Freed Alberg (for Milberg Enterprises Inc.) in collaboration with the editors of American Heritage, the magazine of history, "Equitable's Our American Heritage" will present three one-hour and four half-hour dramatizations during the series' second season on NBC-TV. Subjects already announced as full-hour presentations include the early career of Theodore Roosevelt and the last years of Alexander Hamilton.

NBC-New York, 8/15/60

August 15, 1960

GROUCHO MARX, DEFINITE ARTICLE

Following the announcement that "Groucho Marx--You Bet Your Life" will be known by the shorter title of "The Groucho Show" on NBC-TV next season, a columnist commented on the consequences of any further shortening, such as "The Show."

But, actually, the program could be tapered down to just "The" and it would correctly apply to the Marxman.

First of all, "the" is a definite article -- just what Groucho himself is.

Then, as Webster's New Collegiate Dictionary points out, the word "the" means:

1. That (person or thing) in particular; as, to pick out the culprit.

2. That (person or thing) close or at hand in space, time, thought, etc.; as, news of the hour; the heat is intense.

3. That (one) so designated or distinguished.....

4. That (one) having no fellow copy.

There's more, too, to the definition that fits Groucho Marx to a 'the.'

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CREDITS FOR 'THRILLER' ON NBC-TV NETWORK

TIME:	NBC-TV Network, Tuesdays (9-10 p.m. EDT), starting Sept. 13
HOST:	Boris Karloff
FORMAT:	Anthology of stories of mystery and suspense involving "normal, everyday" people caught in unexpected situations. Host Boris Karloff will be the star of several programs.
PREMIERE PROGRAM:	"The Twisted Image," drama about a successful junior executive who commits a succession of blunders which project him into the center of a tragedy. Co-starred are George Grizzard, Natalie Trundy, Leslie Nielsen and Diane Foster.
PRODUCTION BY	Hubbell Robinson Productions Inc., in association with the NBC-TV Network
EXECUTIVE PRODUCER:	Hubbell Robinson
PRODUCER:	Fletcher Markle
DIRECTORS:	Arthur Hiller (premiere) and various
ASSOCIATE PRODUCER:	James P. Cavanagh
WRITERS:	James P. Cavanagh (premiere) and various
MUSIC:	Pete Rugolo
MUSICAL SUPERVISION:	Stanley Wilson
DIRECTOR OF PHOTOGRAPHY:	Lionel Lindon (premiere) and various
ART DIRECTOR:	Arthur Lonergan (premiere) and various
FILM EDITOR:	Danny Landres (premiere) and various
AUDIO:	Earl Crain Sr. (premiere) and various

(more)

CREDITS FOR "PHILLIPS" ON NBC-TV NETWORK

[illegible]	NBC-TV Network, Tuesday (7-10 p.m. EDT), starting Sept. 13
[illegible]	Basis Kerloff
[illegible]	Chronicle of stories of mystery and suspense involving normal, everyday" people caught in unexpected situations. Host Basis Kerloff will be the star of several programs.
[illegible]	"The Twisted Image," drama about a successful junior executive who commits a succession of blunders which project him into the center of a tragedy. Co-stars are George Grizzard, Natalie Trundy, Leslie Nielsen and Diane Foster
[illegible]	Marshall Robinson Productions Inc., in association with the NBC-TV Network
[illegible]	Marshall Robinson
[illegible]	Eleanor Markle
[illegible]	Arthur Miller (premiere) and various
[illegible]	James P. Cavanagh
[illegible]	James P. Cavanagh (premiere) and various
[illegible]	Wave Rogers
[illegible]	Stanley Wilson
[illegible]	Lionel Lindon (premiere) and various
[illegible]	Arthur Lonergan (premiere) and various
[illegible]	Harry Lemore (premiere) and various
[illegible]	Earl Lewis Sr. (premiere) and various

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GRAPHIC ARTS:	Jerome Gould
EDITORIAL SUPERVISOR:	David J. O'Connell
SET DECORATOR:	Rudy Butler
COSTUMES BY	Vincent Dee
MAKEUP BY	Jack Barron and Leo Lotito Jr.
HAIR STYLIST:	Florence Rush

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FILMED AT	Revue Studios, Univeral City, Calif.
ORIGINATION:	New York and Hollywood
SPONSORS (AND AGENCIES):	Glenbrook Laboratories Division of Sterling Drug Company (Dancer-Fitzgerald-Sample Inc.); American Tobacco Company (Sullivan, Stauffer, Colwell & Bayles Inc.); Allstate Insurance Company (Leo Burnett Company Inc.), and E. I. du Pont de Nemours & Company Inc. (Batten, Barton, Durstine & Osborn Inc.)
NBC PRESS REPRESENTATIVES:	Rolf Gompertz (Hollywood); Charlie Gregg (New York)

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NBC-New York, 8/15/60

JACK TRACY
ROOM 320

2-X-H NBC TRADE NEWS

August 16, 1960

NBC-TV SPECIAL SALUTING '35 YEARS OF BROADCASTING' WILL OFFER AN OVER-ALL PANORAMIC HISTORY OF U.S. RADIO AND TV IN PRESENTATION OF TWO HOURS OR MORE

A panoramic history of network radio and television, planned as a major entertainment special highlighting the impact of broadcasting through the years, will be one of the giant shows of the 1961-62 season on the NBC Television Network, it was announced today by David Levy, Vice President, Programs and Talent, NBC Television Network.

Tentatively titled, "35 Years of Broadcasting," the program -- scheduled for two hours or longer -- will trace network broadcasting from its start in 1926 to the present. Every technique available -- including radio recordings, still pictures, newsreel footage, film and tape -- will be utilized to integrate the excitement of broadcasting's past into a live show, originating from a theatre with a full-size audience.

Mr. Levy announced that the program will be under the supervision of Richard L. Linkroum, Vice President, NBC Special Programs and will also draw on the talents of Donald Hyatt, Director, NBC Special Projects.

"We'll follow broadcasting through its many basic stages," said Mr. Linkroum, "featuring the broadcasters -- entertainers and executives -- who have been responsible for its development. We are starting now, more than a year ahead of showtime, to do a comprehensive

(more)

research job which will reflect the unique place held by broadcasting in the social life of America and its evolution as an expression of American taste.

"It's appropriate," continued Mr. Linkroum, "that the 35th anniversary show will be a special, because network broadcasting started with a special. Back in November, 1926, NBC broadcast over a 21-station hookup a special four and one-quarter hour program from New York, featuring Mary Garden, Weber and Fields, Ben Bernie's Orchestra, and -- in the first network remote -- Will Rogers in his dressing room on tour.

"We hope to round up -- either live, on film or recorded -- the stars from all networks who contributed to broadcasting's growth from local to network radio, to World War II where correspondents brought the immediacy of battle from frontline trenches into millions of homes, to the development of television.

"Our aim will be to remind our audience, through reliving the highlights of 35 years of radio and television, of the pleasures and excitement which broadcasting has brought to America. By taking a step-by-step tour through the years, we'll show how radio and television have shown a remarkable responsiveness to the changing needs of our times. As tastes, conditions and the desires of the public undergo changes, broadcasters find new frontiers to be crossed. We're going to show how a lot of them were crossed."

Mr. Linkroum said he and his researchers are looking for historical data and recordings from radio's early days. "We want all broadcasters to know about the program," he said, "and we welcome all ideas."

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NBC-New York, 8/16/60

August 16, 1960

IT WILL BE 'THE DAVE GARROWAY TODAY SHOW'

\- - -

Man-of-'Today' Honored by NBC-TV Network In Re-Naming of Early-Morning Series

Man-of-"Today" Dave Garroway, who has scored each season since 1952 with man-of-the-year distinction on the NBC-TV early-morning (Monday-through-Friday, 7-9 a.m. NYT) series, is being honored by the network by re-naming the program "The Dave Garroway Today Show."

When the new name -- announced today by Jerry A. Danzig, Vice President, NBC Participating Programs -- becomes effective Thursday, Sept. 15, it will recognize in title what the program has always achieved in deed: the joint identification of man and series by millions of viewers.

"Over the past nine years Dave Garroway and 'Today' have become synonymous in the minds of TV viewers," Mr. Danzig said. "This is NBC's way of showing appreciation for Dave's acceptance by the public and advertisers, his national identity with 'Today' and the ever-growing vitality he gives the program."

Since its origination in January, 1952, Dave Garroway and "Today" have become an early-morning ritual in households from coast to coast.

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When it began nine years ago its "magazine" concept of programming was new to TV. NBC brought Garroway, then a rising personality in the "Chicago school of television," to New York to act as host of the program. Since then, his appearances on the show have totaled more than 6,000 hours.

After the first few months of experimenting with the new format, "Today" grew steadily in popularity until, at present, the program is viewed by 20,000,000 persons each week.

The show has achieved unusual commercial success. In 1960, "The Dave Garroway Today Show" will exceed $10,000,000 in gross time and talent billings. During the second quarter of this year it hit a high of $3,042,200 gross, the highest in its history.

The selling ability of the program is shown by the 85 per cent renewal rate of $100,000-and-over advertisers on the show during the past year.

Unique in the television world, "Today" is not only a news and public affairs program but also offers features under comedy, fashion, science, sports and general entertainment headings.

No other show in television can claim such an extensive list of headline names who have appeared during the years on the program. In the first six months of this year alone over 200 notables have appeared on the program and some have returned for as many as four and five visits.

The recent guest list includes such persons as former President Harry S. Truman; Vice President Nixon; New York's Governor Nelson A. Rockefeller; Senators John F. Kennedy, Stuart Symington and Lyndon B. Johnson; Speaker of the House Sam Rayburn; Ambassador Henry Cabot Lodge, and Adlai Stevenson, to name a few.

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- "The Dave Garroway Today Show"

When it began nine years ago its "magazine" concept of programming was new to TV. 420 [illegible] Garroway, then a rising personality in the "Chicago school of television," to New York to act as host of the program. Since then, its appearances on the [illegible] have totaled more than 5,000 hours.

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One show has achieved unusual commercial success. In 1959, the Dave Garroway "Today Show" will [illegible] in gross time [illegible] tastes billings. During the [illegible] quarter of this year it hit a high of $3,[illegible] gross, the biggest in the history.

The selling ability of the program is shown by the [illegible] per cent renewal rate of [illegible] sponsors of the [illegible] during the past year.

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In the fields of art and letters, poets Carl Sandburg and Robert Frost, authors Ernest Hemingway and Erskine Caldwell and the late architect Frank Lloyd Wright have been among those in the "Today" spotlight. Top Broadway and Hollywood stars have also been interviewed. Brigitte Bardot recited Shakespeare atop the Eiffel Tower for "Today" in her first appearance on TV.

Dave Garroway and "Today" can also be credited with being one of the most traveled shows on television. The entire program has originated from 27 major cities at different times in its history. In 1959, "Today" was the first TV series to originate five programs from foreign shores (via tape). Flying to Paris, Garroway took his viewers for a tour of the French capital. This was followed by a second trans-Atlantic venture in the Spring of this year, when the show originated five programs from Rome. Other overseas originations are being planned for 1961.

"Today" prides itself with being "on the scene" for banner-line events. During the past year "Today" followed Premier Khrushchev's visit to this country. It originated remote segments from California to talk to the designer of the U-2 reconnaissance plane, switched to the UN to cover Security Council meetings, originated from Washington (D. C.) to cover Congressional activities and went to Chicago to talk to Sir Edmund Hillary and members of his expedition to the Himalayas in search of the Abominable Snowman.

In sports, "Today" cameras have covered Olympic trials, international horse-races, auto-racing, dog shows, the World Series and the Soapbox Derby.

(more)

4 - 'The Dave Garroway Today Show'

In this national political year, "Today" featured pre-convention profile studies and interviews with the leading candidates. Traveling to Los Angeles and Chicago, the entire "Today" program headed by Garroway, originated from the sites of the convention activities to spearhead NBC-TV's comprehensive coverage of the events each day.

The program has extensive plans to continue its on-the-spot coverage of all the major political events leading up to -- and through -- the November elections.

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NBC-New York, 8/16/60

NBC COLOR TELEVISION NEWS

August 16, 1960

'BELL TELEPHONE HOUR' TO SALUTE 'UNFORGETTABLE MUSIC OF VINCENT YOUMANS' WITH AN ALL-STAR MUSICAL AND DANCE COLORCAST FRIDAY, OCT. 14

An all-star musical and dance roster of performers has been assembled for "The Unforgettable Music of Vincent Youmans" on the new season's second "Bell Telephone Hour" colorcast Friday, Oct. 14 (NBC-TV Network, 9-10 p.m. EDT). Patrice Munsel, star of opera and concert, will be hostess as well as singing star. Janet Blair and Gretchen Wyler, Earl Wrightson, dancers Bambi Lynn and Kelly Brown, duo-pianists Whittemore and Lowe, Red Nichols and his band, and the Norman Luboff Choir will complete the cast. Donald Voorhees conducts the Bell Telephone Orchestra.

The program is planned to show the many-faceted talent of the late composer. The hour will include selections from musical comedies, motion pictures and popular songs written for radio and recording.

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August 16, 1960

FULL-HOUR 'THRILLER' SERIES WITH BORIS KARLOFF AS HOST STARTS IN NBC-TV NETWORK TUESDAY NIGHT SPOT SEPT. 13

"Thriller," a full-hour weekly mystery-suspense series with Boris Karloff as regular host and periodic star, will premiere on the NBC-TV Network Tuesday, Sept. 13 (9-10 p.m. NYT).

Stories will range from original scripts to adaptations of mystery novels and well-known classics by such noted writers as Daphne Du Maurier, Ian Fleming and Charlotte Armstrong.

The stories will share one common characteristic -- they will be stories of suspense in which the principals will be "normal, everyday" people caught in unexpected situations.

Karloff, whose Frankenstein monster and other chilling screen portrayals during the past three decades have made his name synonymous with suspense, is also well-known for many sympathetic roles, including his Broadway performances in "Peter Pan" and "The Lark," a variety of television appearances, and scores of record albums.

Karloff hosts the first presentation, "The Twisted Image," adapted by James P. Cavanagh from a novel by William O'Farrell, starring Leslie Nielsen, George Grizzard, Natalie Trundy and Dianne Foster. Director is Arthur Hiller.

Hubbell Robinson Productions Inc. is packaging the series which is produced by Fletcher Markle and filmed at Revue Studios in Hollywood.

Hubbell Robinson, who formed his own production company in 1959 upon resigning as Vice President and Director of Programs for CBS

(more)

after 12 years, created the "Ford Startime" series seen last season over the NBC-TV Network.

Canadian-born Fletcher Markle is a veteran of 20 years in broadcasting. He has been producer-director-writer of the Peabody and Christopher Award-winning "Studio One" (radio and TV), and producer-director for "Life with Father" (TV). Other credits include "Ford Startime," "Lux Playhouse," "George Sanders Mystery Theatre" and "M Squad."

James P. Cavanagh, who will be a regular contributor to "Thriller" in addition to being associate producer and story editor, won an Edgar Award for his adaptation of "Rendezvous in Black" on "Playhouse 90" and an Emmy Award for an original teleplay, "Fog Closing In" on "Alfred Hitchcock Presents." His credits include 26 "Suspense" and five "Climax!" scripts.

Arthur Hiller will be a senior member of "Thriller's" group of directors. Among his credits are "Playhouse 90," "NBC Matinee Theater," "Perry Mason," and "Suspicion."

The staff includes cinematographer Lionel Lindon, Academy Award winner for "Around the World in 80 Days" and nominee for "I Want to Live," and Pete Rugolo, composer-arranger, who wrote the "Thriller" theme and who will score as many episodes as possible. One of the most skilled arrangers in modern jazz, Rugolo wrote the "Thin Man" theme, and the theme and score for the "Richard Diamond" TV series, among other achievements.

Sponsors include Glenbrook Laboratories Division of Sterling Drug, Inc., through Dancer-Fitzgerald-Sample Inc.; American Tobacco Company, through Sullivan, Stauffer, Colwell & Bayles Inc.; Allstate Insurance Co. through Leo Burnett Co. Inc., and E. I. du Pont de Nemours & Co. Inc., through Batten, Barton, Durstine & Osborn Inc.

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NBC-New York. 8/16/60

JACK TRACY
ROOM 320

NBC TRADE NEWS

August 17, 1960

'THE NEW YORK LEDGER,' NEW FULL-HOUR DRAMA SERIES ON BIG CITY LIFE (AS REFLECTED IN MYTHICAL NEWSPAPER) WILL BE NBC-TV 1961-62 ENTRY

Prime Nighttime Show Is Creation of NBC Program Development Department

"The New York Ledger" -- an hour-long series of suspenseful stories about believable people caught in the drama and excitement of contemporary big city life -- will be produced by the NBC Television Network for presentation in prime evening time during the 1961-62 season.

David Levy, Vice President, Programs and Talent, NBC Television Network announced the new project today.

Created within the NBC Program Development Department by Ross Donaldson, Director of Creative Services for NBC, "The New York Ledger" will give an authentic but fictional treatment to the ever-changing stories and situations of cosmopolitan New York City as reflected on the pages of a mythical New York daily newspaper, The Ledger.

The series will have two permanent stars -- in the roles of a veteran columnist dedicated to chronicling the warm, human side of the city and its inhabitants; and of a young, able general assignment reporter with the entire city on his feature beat. Each episode will have a major guest star, portraying a resident or transient in New York caught in a poignant or suspenseful situation.

(more)

Characterizations for the new series have been completed, teleplays are being prepared and filming of the pilot episode is expected to get under way early in 1961, Mr. Donaldson said. The production staff and permanent cast for "The New York Ledger" will be announced shortly.

"Ours will not be 'just another newspaper-type story' with hard-drinking, tough hat-on-head characterizations as newsmen," Mr. Donaldson said, "but will represent a first television attempt at genuinely reflecting newsrooms, journalists and the operations of a big city newspaper, in the public service, as it actually occurs every day of the year in New York City.

"Our stories will provide a latitude of action that will lend itself to the constant succession of new scenes and incidents found only in a city such as New York. We might portray the anguish of a dope addict one week and the joy of a small child's first visit to Central Park the next; a murder or a romance; a gang war or the devotion of a parish priest.

"The action will be contemporary and will be as flexible as the city itself. We believe that 'The New York Ledger' represents the evolution in the medium of TV from the straight 'adventure' program to the mature development in dramatized form of great, individual stories in a series with two continuing roles."

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NBC-New York, 8/17/60

NBC COLOR TELEVISION NEWS

August 17, 1960

ANOUILH'S "TIME REMEMBERED" WILL BE COLORCAST
ON "HALLMARK HALL OF FAME" IN FEBRUARY

Jean Anouilh's "Time Remembered," romantic comedy, produced on Broadway several seasons ago, will be presented in color on "Hallmark Hall of Fame" in February. The French play was translated into English by Patricia Moyes. Incidental music will be composed for the production. Cast has not yet been chosen.

This sentimental and imaginative story concerns a rich young man in love with the memory of a girl who died soon after they met. His aunt, an eccentric and wily old woman, the Dutchess of Pont-au-Bronc, hires a pretty young milliner to impersonate the dead young girl in hope of getting him out of his lethargy.

Other colorcasts already announced for the new season's "Hall of Fame" series include "Shangri-la," a musical adaptation of James Hilton's book, "Lost Horizon," on Monday, Oct. 24; Shakespeare's "Macbeth," starring Maurice Evans and Judith Anderson, on Sunday, Nov. 20, and an original Christmas opera, "Golden Child," on Friday, Dec. 16.

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NBC COLOR TELEVISION NEWS

Attention, Sports Editors

August 17, 1960

CONCLUDING ROUNDS OF NATIONAL SINGLES TENNIS CHAMPIONSHIPS
WILL BE COLORCAST BY NBC-TV NETWORK SEPT. 10 AND 11

The concluding rounds of the National Singles Tennis Championships at the historic West Side Tennis Club in Forest Hills, N. Y., will be colorcast by the NBC Television Network (including WNBC-TV) on Saturday and Sunday, Sept. 10 and 11, NBC Sports Director Tom S. Gallery announced today.

Coverage of the 80th annual National Singles Tournament will be presented both on tape and live, starting each day at approximately 5 p.m. EDT, or immediately following NBC-TV's "Major League Baseball" games seen on most stations, and continuing to 6:30 p.m. EDT.

NBC-TV will pick up action in the men's semi-finals on Sept. 10 and in both the men's and women's finals on Sept. 11.

The world's leading amateur tennis players will compete in the grass-court classic, which starts Sept. 2. Defending champions are Neale Fraser of Australia and Maria Bueno of Brazil. Both titleholders also captured the singles crowns at Wimbledon this year.

This will be the ninth straight year that NBC-TV has televised the National Singles tournament and the first year of color coverage. NBC-TV previously colorcast the Davis Cup Challenge Round at Forest Hills in 1955 and 1959, the last two times the Challenge Round was played in the United States.

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ROBERT W. SARNOFF

Chairman of the Board of the National Broadcasting Company

Robert William Sarnoff's broadcasting career, which spans the history of network television, has been closely identified with major advances and innovations in the medium's cultural, informational and educational programming.

Under his leadership as Chairman of the Board of the National Broadcasting Company, the NBC Television Network has found an ever-growing place for such programming within a balanced program service designed to meet the widely diverse interests of America's viewers.

NBC during the 1959-60 season carried an unprecedented 109 news and public affairs specials on such topics as crisis meetings of the United Nations and the foreign journeys of President Eisenhower, Soviet Premier Khrushchev and other world leaders. In addition, NBC became the first network to devote a regular weekly hour of prime time to a major public affairs series, "World Wide 60," in a time slot to be devoted in the 1960-61 season to a special new series in which the nation's leaders will debate and discuss pressing issues of the day.

Under Mr. Sarnoff's direction, NBC also introduced "Continental Classroom," network television's first college-level instruction for academic credit. Now entering its third year, this widely hailed innovation has been offering courses in Atomic Age Physics and Modern Chemistry -- the latter in color -- in cooperation with hundreds of colleges and universities in all parts of the country.

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Since March, 1957, in partnership with the Educational Radio and Television Center, NBC has been the first and only network to provide live programming to the nation's educational television stations. So far this project has produced more than 200 half-hours in a score of different series on such subjects as mathematics, government, music history, geography and the arts. Many of these programs have been carried by NBC stations in communities where no educational station exists.

Long before he became NBC's top executive, Mr. Sarnoff took a hand in making possible two of television's most memorable series. As the network's Director of Unit Productions in 1951, he supervised the birth of the NBC Opera -- an institution that is still unique in broadcasting -- as well as the launching of "Victory at Sea," television's first documentary series. For his part in making the 26 half-hour programs portraying naval operations in World War II, he received the Navy's Distinguished Public Service Award, the highest decoration the Navy can confer on a civilian.

During his administration, NBC has led the way in the development of special programming and the expansion of color television. Season after season, consistent increases in color programming have now brought NBC's color schedule up to the level of 1,000 hours a year.

The company has made other significant advances in this period. The NBC Radio Network has been completely revitalized with new programming and sales patterns, including hourly news broadcasts, to regain leadership in the business. An International Division was

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created and expanded to become the Enterprises Division which handles a number of NBC's diversified activities at home and abroad.

Mr. Sarnoff brings to his position a solid groundwork of experience in all major phases of broadcasting. He joined NBC on January 1, 1948, as an account executive in the Sales Department and moved up through the various divisions of the company, participating in both programming and business activities. He was elected a Vice President of NBC in June, 1951; Executive Vice President on December 4, 1953; President and chief executive officer on December 7, 1955, and Chairman of the Board and chief executive officer on July 11, 1958.

Soon after joining NBC in 1948, he became assistant to the National Program Director of the Television Network. The next step was his promotion to Television Production Manager, followed by a period as Television Program Sales Manager.

The need for coordinated management and supervision of heavy-budgeted multiple-sponsored television programs led to Mr. Sarnoff's appointment as Director of NBC Unit Productions on January 22, 1951. His responsibility in that position included the "Colgate Comedy Hour," "Your Show of Shows," "All Star Revue" and the "Kate Smith Hour." Each of these shows was a multi-million dollar business by itself, and it was Mr. Sarnoff's responsibility to supervise and coordinate the functions and services of the several special production units involved.

Mr. Sarnoff was elected a Vice President of NBC in June, 1951, and a year later was placed in charge of the newly created NBC Film Division. Under his direction, the Film Division expanded rapidly to become a leader in the industry, and in March, 1953, it was established

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as one of the principal operating divisions of NBC and is now a wholly owned subsidiary, California National Productions.

In September, 1953, while still head of the Film Division, Mr. Sarnoff also was appointed executive assistant to the Vice Chairman of the Board. In that capacity Mr. Sarnoff concentrated his activities on Television Network Programs. He was elected to the NBC Board of Directors a month later, and on December 4, 1953, was named Executive Vice President. In this capacity, he helped develop sales patterns for such new concepts as the specials on television and "Monitor," NBC's weekend radio service.

Mr. Sarnoff was born on July 2, 1918, in New York City, the son of Brig. General David Sarnoff, Chairman of the Board of the Radio Corporation of America. He attended private schools there and Phillips Academy, Andover, Mass., where he was graduated in 1935. He received a B. A. degree in Government and Philosophy from Harvard University in 1939, and that Summer began his career in broadcasting, working for the radio division of the New York World's Fair.

In August, 1941, after a year at Columbia Law School, Mr. Sarnoff entered the government service in Washington, where he served under General William J. Donovan in the broadcasting section of the office of Coordinator of Information, which later became the Office of Strategic Services. In March, 1942, he was commissioned an Ensign in the Navy, serving first as a communications officer under the Chief of Naval Operations and later, for two years, under Admiral William F. Halsey in the Pacific.

While in the Pacific, Mr. Sarnoff supervised the establishment of direct radio circuits to the United States from New Caledonia,

Guadalcanal, Bougainville and other key islands for use of radio correspondents. He returned to the United States in December, 1944, to serve as a Liaison Officer between the Navy and the broadcasting networks in Los Angeles.

Late in 1945, he was separated from the Navy as a Lieutenant (USNR) and resumed his civilian career as an assistant to Gardner Cowles Jr., Publisher of the Des Moines Register and Tribune and President of the Cowles Broadcasting Company. After a year in Des Moines, Iowa, he returned to New York as a member of the staff of Look Magazine, and it was from this post that he moved to NBC in 1948.

Mr. Sarnoff was the first President of the Radio and Television Executives Society, serving during 1952-53. In 1956 he won the award for distinguished service to advertising presented by the Advertising Federation of America for contributions as General Chairman of the AFA's promotion of National Advertising Week in 1956. He received the Keynote Award of the National Association of Broadcasters at its convention in March, 1959.

He is a director of the American Arbitration Association, a director of the Advertising Council, a member of the Overseers' Committee to Visit the Graduate School of Education at Harvard University, a member of the Board of Visitors of the School of Public Relations and Communications of Boston University and a trustee of Franklin and Marshall College.

He is also a director of the Jewish Theological Seminary of America, a director of the National Multiple Sclerosis Society, a charter member of Television Pioneers, an Honorary Life member of

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Mr. Barnett was the first President of the Small and Tele-[illegible]on Executives Society, serving during 1952-53. In 1954 he was [illegible]ward for distinguished service to advertising presented by the [illegible]rtising Federation of America for contributions as General [illegible]man of the AFA's promotion of Regional Advertising Week in 1954. [illegible]ceived the Keynote Award of the National Association of Broad-[illegible]ers at its convention in March, 1956.

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He is also a director of the Jewish Theological Seminary of [illegible]ica, a director of the National Multiple Sclerosis Society, a [illegible]er member of Television Pioneers, an Honorary life member of

the Association of Advertising Men and Women, a member of the Grand Street Boys Association, a member of the New York Professional Chapter of Sigma Delta Chi (the Deadline Club), and a member of the Executive Board of the Greater New York Councils of the Boy Scouts of America.

On June 2, 1958, he was awarded the honorary degree of Doctor of Laws by Pennsylvania Military College and on June 8 the honorary degree of Doctor of Humanities by Boston University. On June 8, 1959, Franklin and Marshall College awarded him the honorary degree of Doctor of Laws.

He is a member of the Century Country Club, White Plains, N. Y., and the Harvard Club, New York City.

He married Felicia Warburg in July, 1950, and they have homes in New York City and in Armonk, N. Y., where they live with their daughters, Serena Warburg and Claudia Jill. Mr. Sarnoff also has a daughter, Rosita, by a previous marriage.

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NBC-New York, 8/17/60

NBC TELEVISION NETWORK NEWS

August 17, 1960

SERIES PREMIERE

'THE TWISTED IMAGE' IS FIRST DRAMA IN FULL-HOUR 'THRILLER' SERIES

- - -

Leslie Nielsen, Natalie Trundy, George Grizzard, Diane Foster In Cast of Premiere Presentation; Boris Karloff is Show Host

Alan Patterson (Leslie Nielsen), a successful account executive, unwittingly commits two blunders which set in motion forces that threaten to destroy his family and his career, in "The Twisted Image," full-hour premiere episode of "Thriller" on the NBC-TV Network Tuesday, Sept. 13 (9-10 p.m. EDT).

Alan's first mistake is his innocent befriending of Lily Hanson (Natalie Trundy), a beautiful girl who lives in a world of fantasy and who has selected him as the object of her infatuation.

His second mistake is calling Merle Jenkins (George Grizzard), an office boy, by the wrong name. Merle, a petty thief with psychopathic tendencies, is envious of Alan and his attractive wife, Judy (Diane Foster). Like Lily, Merle proceeds to undermine the Patterson family's happiness.

Boris Karloff is regular host of the series. The cast for this episode includes Constance Ford as Louise, Virginia Christine as Marge, Carol Kelly as Sue, Ray Montgomery as Bill Purdy, Pat McCaffrie as the clerk, Mickey Simpson as the Manager, Pamela Duncan as the blonde, Judy Erwin as Letitia, and Perry Ivins as Johnson.

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August 17, 1960

WORLD PREMIERE OF KASTLE'S "DESERET" SET FOR NEW YEAR'S DAY
IN REVISED 1960-61 TV SCHEDULE OF THE NBC OPERA COMPANY

A revision of the NBC Opera Company schedule for the 1960-61 season puts the world premiere of Leonard Kastle's opera "Deseret" on Sunday, Jan. 1 (NBC-TV Network colorcast, 3-5 p.m. EST). The first opera of the season will be the annual Christmas presentation of Gian-Carlo Menotti's "Amahl and the Night Visitors" on Christmas Day (NBC-TV Network, black and white only, 4-5 p.m. EST).

Montemezzi's "The Love of Three Kings" has been postponed until next season. In its place there will be a re-showing of an opera from a previous season, selection shortly to be announced by producer Samuel Chotzinoff. The final opera of the season will be Moussorgsky's "Boris Godunov" on Sunday, March 26 (time to be announced.)

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JACK TRACY
ROOM 320

NBC TRADE NEWS

August 18, 1960

THE BIG 1960-61 SEASON ON NBC-TV NETWORK

NBC-TV Network's 1960-61 season gets under way next month with a schedule ranging from fun, fantasy and musical comedy to drama, classical music and educational and public affairs shows.

Following is the nighttime schedule for the upcoming season, including premiere dates, a description of each show, and sponsors (All times listed are New York Time):

SUNDAY

6:30-7 p.m. -- "People Are Funny" -- Sept. 18 -- Stuntmaster Art Linkletter and his audience-participation show return to a new, Sunday half-hour time period. The stunt-and-game program enters its seventh season on the network. (E. R. Squibb & Sons)

7-8 p.m. -- "The Shirley Temple Show" -- Sept. 18 -- New Colorcast Program -- The series with Shirley Temple as hostess and frequent performer, offers a wide range of entertainment. The series includes music and variety, original stories, children's science fiction, adaptations of comic strips, and popular classics. (RCA)

8-8:30 p.m. -- "National Velvet" -- Sept. 18 -- New Program -- Adapted from the best-selling novel and Academy-Award movie, the new family entertainment series tells the story of a rural American family, and stars 12-year-old Lori Martin as Velvet. James McCallion co-stars as handyman Mi Taylor. (General Mills Inc. and Rexall Drug Co.)

8:30-9 p.m. -- "Tab Hunter Show" -- Sept. 18 -- New Program -- Tab Hunter makes his TV debut in a comedy series about the adventures of a fun-loving bachelor cartoonist. Richard Erdman co-stars as Hunter's

(more)

millionaire playboy friend. (P. Lorillard Co. and Westclox Division of General Time Corp.)

9-10 p.m. -- "Chevy Show" -- Oct. 2 -- and "The Dinah Shore Chevy Show" -- Oct. 9 (Colorcasts) -- Dinah's back for another full season -- her fourth -- on various weeks as hostess of her full-hour musical colorcasts. Both "The Dinah Shore Chevy Show" and the "Chevy Show" will feature song, dance and comedy. (Chevrolet Motor Division of General Motors Corp.)

10-10:30 p.m. -- "Loretta Young Show" -- Sept. 18 -- Miss Young returns for her eighth season as hostess and star of the weekly, half-hour dramatic series. The stories vary in subject and include comedies, dramas, melodramas and suspense. All have one thing in common -- a vital, upbeat solution to a problem. Although Miss Young will appear in the majority of the programs, leading roles in other teleplays will be filled by guest stars. (Warner-Lambert Pharmaceutical Co. and The Gillette Co.)

10:30-11 p.m -- "This Is Your Life" -- Sept. 25 -- New Time Period -- The award-winning television series begins its ninth season of re-creating notable life stories. Host Ralph Edwards will add 39 surprised subjects to the program's list of honored guests. (Block Drug Co.)

MONDAY

7:30-8:30 p.m. -- "Riverboat" -- Sept. 19 -- The full-hour filmed historical action-adventure series, starring Darren McGavin as sternwheeler Capt. Grey Holden, returns for its second season. The dramas are set on the Mississippi River in the turbulent 1840's. (Gold Seal Co., E. I du Pont de Nemours Co., Norwich Pharmacal Co., Studebaker-Packard Corp., Reader's Digest, Block Drug Co., Procter & Gamble Co., and Warner-Lambert Pharmaceutical Co.)

(more)

8:30-9 p.m. -- "Tales of Wells Fargo" -- Sept. 5 -- Dale Robertson stars as rugged Wells Fargo Agent Jim Hardie in the Western-adventure series based on incidents in the history of the famed express company. This will be "Wells Fargo"'s fifth season on the NBC-TV Network. (American Tobacco Co.)

9-9:30 p.m. -- "Klondike" -- New Program -- Oct. 10 -- The new half-hour series of filmed adventure dramas is based on the great gold rush in the Yukon Territory at the turn of the century. Based on Pierre Berton's book, "The Klondike Fever," the series has four co-stars -- Joi Lansing, Ralph Taeger, Mari Blanchard and James Coburn. (R. J. Reynolds Tobacco Co.)

9:30-10 p.m. -- "Dante" -- Sept. 26 -- New Program -- Howard Duff stars as Willie Dante, a tough ex-gambler who tries to go straight as the proprietor of a swank San Francisco nightclub in the new mystery-adventure series. Nan Petersen is featured as a nightclub photographer. (Alberto-Culver Co. and Singer Sewing Machine Co.)

10-10:30 p.m. -- "The Barbara Stanwyck Theatre" -- Sept. 19 -- New Program -- Barbara Stanwyck makes her TV debut as hostess and frequent star of a new half-hour anthology series of filmed dramatic programs. Her roles will range from straight drama to light comedy, from murder mystery to domestic comedy. (Alberto-Culver Co. and American Gas Association)

10:30-11 p.m. -- "Jackpot Bowling" -- Sept. 19 -- Milton Berle returns to TV as emcee of a new and longer "Jackpot Bowling" show, formerly seen on Fridays in a 15-minute format. Originating live from the West Coast, the program will feature some of the nation's out-standing bowlers competing for strikes, with jackpots of $25,000 and higher being awarded for rolling six straight strikes. (Bayuk Cigars Inc. and Brunswick-Balke-Collender Co.)

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11:15 p.m.-1 a.m. -- "The Jack Paar Show" -- Sept. 19 -- (Colorcast). The ever-popular late evening variety show, with Jack Paar as host, observed its third anniversary in July. With more visits from such regulars as Charley Weaver (Cliff Arquette), Alex King, Joey Bishop, Hermione Gingold and others, the new season will present the series in color. (Various sponsors)

TUESDAY

7:30-8:30 p.m. -- "Laramie" -- Sept. 20 -- The raw Wyoming territory of the 1870s provides the setting for the one-hour color filmed series dramatizing the struggles of two brothers operating a stagecoach relay station in the Old West. Co-stars are John Smith and Robert Fuller. (Dow Chemical Co., Pittsburgh Plate Glass Co., National Carbon Co. -- Prestone, Colgate-Palmolive Co., Pan-American Coffee Bureau, and others)

8:30-9 p.m. -- "Alfred Hitchcock Presents" -- Sept. 27 -- New Program -- Alfred Hitchcock is the urbane and unpredictable host of the half-hour filmed series of suspense and mystery stories. (Lincoln Mercury Division of Ford Motor Co.)

9-10 p.m. -- "Thriller" -- Sept. 13 -- New Program -- Boris Karloff bows in his first assignment as host and periodic star of a continuing TV program in a full-hour mystery and suspense series about people trapped in unexpected situations. "The Twisted Image," an adaptation by James Cavanagh of the William O'Farrell novel, opens the series. (Allstate Insurance Co., American Tobacco Co., E. I. du Pont de Nemours Co., and Glenbrook Laboratories Division of Sterling Drug Co.)

10-11 p.m. -- NBC Specials -- Sept. 20 -- New Programs -- This prime evening hour will be devoted to a series of special programs, many of them in color, encompassing a broad area of entertainment -- drama, comedy, music.

(more)

11:15 p.m.-1 a.m. -- "The Jack Paar Show" (Colorcast).

WEDNESDAY

7:30-8:30 p.m. -- "Wagon Train" -- Sept. 28 -- TV's high-rated Western-adventure series begins another cross-country trek with stars Ward Bond as Wagonmaster Seth Adams, and Robert Horton as Scout Flint McCullough, and a guest star as "passenger" for each episode. (Ford Motor Co., National Biscuit Co. and R. J. Reynolds Tobacco Co.)

8:30-9 p.m. -- "The Price Is Right" -- Continuing -- (Colorcast) -- The half-hour audience participation series remains one of TV's most popular attractions as it enters its fourth season. Bill Cullen is host of "The Price Is Right," which provides fun and valuable prizes for panelists and viewers alike. (Lever Brothers Co. and Speidel Corp.)

9-10 p.m. -- "Perry Como's Kraft Music Hall" -- Oct. 5 -- (Colorcast) -- Back for his sixth season of full-hour entertainment shows, the famed singer again will present colorcast extravaganzas of top songs, guests and features. (Kraft Foods Co.)

10-10:30 p.m. -- "Peter Loves Mary" -- Oct. 12 -- New Program -- Peter Lind Hayes and Mary Healy star as a young married couple who divide their time between careers in showbusiness and suburban family life. Featured in the half-hour domestic comedy series are Gil Smith and Merry Martin. (Procter & Gamble Co.)

11:15 p.m.-1 a.m. -- "The Jack Paar Show" -- (Colorcast).

* * *

THURSDAY

7:30-8:30 p.m. -- "Outlaws" -- Sept. 29 -- New Program -- Created within the NBC Program Development Department, the one-hour, historically authentic Western series documents the stories of notorious badmen. Set in the Oklahoma Territory at the turn of the century, the

(more)

11:15 p.m.-1 a.m. -- "The Jack Paar Show" (Colorcast).

TUESDAY

7:30-8:30 p.m. -- "Wagon Train" -- Sept. 22 -- TV's high-
d Western-adventure series begins another cross-country trek with
t Ward Bond as Wagonmaster Seth Adams, and Robert Morton as Scout
t McCullough, and a guest star as "passenger" for each episode.
d Mozer Co., National Biscuit Co. and R. J. Reynolds Tobacco Co.)

8:30-9 p.m. -- "The Price Is Right" -- Continuing --
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TV's most popular attractions as it enters its fourth season. Gil
en is host of "The Price Is Right," which provides fun and valuable
ter for panelists and viewers alike. (Lever Brothers Co. and
del Corp.)

9-10 p.m. -- "Perry Como's Kraft Music Hall" -- Oct. 3 --
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, the famed singer again will present colorcast extravaganza of
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10-10:30 p.m. -- "Peter Loves Mary" -- Oct. 11 -- New
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ple who divide their time between careers in showbusiness and
urban family life. Featured in the half-hour domestic comedy
ies are Gil Smith and Marry Martin. (Procter & Gamble Co.)

11:15 p.m.-1 a.m. -- "The Jack Paar Show" -- (Colorcast).

* * *

TUESDAY

7:30-8:30 p.m. -- "Outlaws" -- Sept. 23 -- New Program --
ated within the NBC Program Development Department, the one-hour,
tentially authentic Western series documents the stories of notorious
men. Set in the Oklahoma Territory at the turn of the century, the

(more)

series stars Barton MacLane as U. S. Marshal Frank Caine, and Don Collier and Jock Gaynor as Deputy Marshals Will Foreman and Heck Martin. (E. I. du Pont de Nemours Co., Warner-Lambert Pharmaceutical Co., Studebaker-Packard Corp., Pan-American Coffee Bureau, Gold Seal Co., Colgate-Palmolive Co., and Ford Motor Co.)

8:30-9 p.m. -- "Bat Masterson" -- Sept. 29 -- Gene Barry stars in the title role of the half-hour Western-adventure series returning for a third season in a new time period. The series re-creates stories about one of the West's greatest heroes who became a legend in his own time. (Sealtest Division of National Dairy Products Corp. and Hills Brothers Coffee Inc.)

9-9:30 p.m. -- "Bachelor Father" -- Sept. 29 -- John Forsythe stars as the handsome but harried Bentley Gregg whose domestic problems revolve around the antics of his teenage niece Kelly, portrayed by Noreen Corcoran and houseboy, Peter, played by Sammee Tong. (American Tobacco Co. and Whitehall Pharmacal Co.)

9:30-10 p.m. -- "The Ford Show" -- Sept. 22 -- (Colorcast) Tennessee Ernie Ford returns for his fifth season of half-hour color-casts. His new series will have a balanced bill-of-fare, featuring his own songs and distinctive humor, guest stars and the Top Twenty singing group. (Ford Division of Ford Motor Co.)

10-10:30 p.m. -- "The Groucho Show" -- Sept. 22 -- A new name, "The Groucho Show," heralds a new look, but the same Marx, when Groucho opens his 11th year as quipmaster of his half-hour comedy quiz program. Prominent in the new format will be prizes for home viewers as well as contestants, and a search for "Mrs. Housing Development of 1961." (P. Lorillard Co. and The Toni Co.)

11:15 p.m.-1 a.m. -- "The Jack Paar Show" (Colorcast).

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FRIDAY

7:30-8:30 p.m. -- "Dan Raven" -- Sept. 23 -- New Program -- Skip Homeier stars as a lieutenant of detective's in the West Hollywood Sheriff's office in a new full-hour mystery-adventure series. Each episode will have a guest star. The setting for the series is the jumble of nightclubs along Hollywood's Strip. (Dow Chemical Co., National Carbon Co. -- Prestone, Mentholatum Co., Colgate-Palmolive Co., Phillips-Jones Corp. (Van Heusen), Studebaker-Packard Corp., and the Pan-American Coffee Bureau)

8:30-9 p.m. -- "Westerner" -- Sept. 30 -- New Program -- Brian Keith portrays a footloose cowboy in the Southwest of the 1890s in the new, half-hour Western-adventure series. As Dave Blasingame, he gets himself into trouble, and other people out of it, with an assist from a big furry mongrel named Brown. (Warner-Lambert Pharmaceutical Co.)

9-10 p.m. -- "Bell Telephone Hour" -- Sept. 30 -- (Colorcast) The programs of music and dance include concert, opera, folk, ballet, and jazz elements. The 59-piece Bell Telephone Orchestra is conducted by Donald Voorhees. (The Bell System) This series will alternate with a series of special programs.

10-11 p.m. -- "Michael Shayne" -- Sept. 30 -- New Program -- The hour-long filmed mystery series, based on the detective novels of Brett Halliday, stars Richard Denning as a worldly private-eye who is equally at home in the gutter or glitter of Miami's Strip, and whose interests range from tall drinks to open cars. Patricia Donohue co-stars as Shayne's secretary, Lucy. (Oldsmobile Division of General Motors Corp., Pittsburgh Plate Glass Co., and E. I. du Pont de Nemours.)

(more)

11:15 p.m.-1 a.m. -- "The Best of Paar" (in black and white only until later in the season when the five Jack Paar programs each week will be in color)

* * *

SATURDAY

7:30-8:30 p.m.-- "Bonanza" -- Sept. 10 -- (Colorcast) Television's first full-hour color filmed series begins its second season on NBC-TV. Lorne Greene co-stars as the stern but understanding father of three sons (Pernell Roberts, Dan Blocker and Michael Landon) who try to defend their ranch from outside interests. (American Tobacco Co. and RCA)

8:30-9 p.m. -- "Tall Man" -- Sept. 10 -- New Program -- This half-hour filmed series deals with the half-humorous, half-hostile relationship between two friendly enemies, Sheriff Pat Garrett (Barry Sullivan) and Billy the Kid (Clu Gulager). Though close friends, each senses he must face the other in a showdown between lawman and outlaw. (R. J. Reynolds Tobacco Co.)

9-9:30 p.m. -- "The Deputy" -- Sept. 24 -- Returning for a second season, "The Deputy" stars Henry Fonda as Chief Marshal Simon Fry and Allen Case as his sharp-shooting, but reluctant deputy, Clay McCord. The series is set in the Arizona territory of the 1880s. (General Cigar Co. and Polaroid Corp.)

9:30-10:30 p.m. -- "The Nation's Future" (New Program) Nov. 12 Designed to stimulate simultaneous nationwide debates on the great issues of American democracy, the new series of full-hour live forums will present outstanding leaders in public life, with conflicting views on cardinal issues. Irving Gitlin, of NBC, created and developed the series and will serve as its executive producer.

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NBC-New York, 8/18/60

Full Schedule

11:15 p.m.-1 a.m. -- "The Best of Fear" (in black and white
r until later in the season when the five Jack Paar programs -and
e will be in color)

* * *

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7:30-8:30 p.m. -- "Bonanza" -- Sept. 10 -- (Colorcast) Tele-
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and NCA)

8:30-9 p.m. -- "Full Man" -- Sept. 10 -- New Program -- This
-hour filmed series deals with the half-humorous, half-hostile
ationship between two friendly enemies, Sheriff Pat Garrett (Harry
Dean) and Billy the Kid (Clu Gulager). Though close friends, each
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series and will serve as its executive producer.

NBC-New York, 8/19/60

August 18, 1960

OUTSTANDING EVENTS IN SEVEN DIFFERENT SPORTS ARE LISTED BY NBC TELEVISION NETWORK DURING 1960-61 SEASON

\- - -

Schedule Includes More Than 365 Hours of Sportscasts

Baseball, football and basketball highlight the extensive sports schedule to be presented by the NBC Television Network during the 1960-61 season.

The coming year will see more than 365 hours of sports on NBC-TV -- more than offered by any other network, according to NBC Sports Director Tom S. Gallery. The schedule includes:

Telecasts in seven different sports -- baseball, basketball, bowling, football, golf, horse-racing and tennis.

National championship events in five of these sports.

A sportscast on NBC-TV every Saturday and Sunday afternoon throughout the year -- either baseball, football or basketball, depending on the season -- with double-headers on many dates.

Eight post-season football games.

A new half-hour "Jackpot Bowling" show starring Milton Berle as emcee.

A new "Celebrity Golf" program with Sam Snead as permanent host.

(more)

NBC-TV's lineup of championship attractions is headed by the World Series in October, and the National Football League Championship game in December.

The other title events are the National Open Golf Championship, the National Singles Tennis Championships, the National Invitation Basketball Tournament championship game and the National Basketball Association championship playoffs.

Other 1960-61 sports TV highlights include the Rose Bowl, Sugar Bowl, Liberty Bowl, East-West Shrine, Blue-Gray, Senior Bowl and Pro Bowl post-season gridiron contests, the annual All-Star Baseball classic, horse-racing from Hialeah and Monmouth, and golf's Tournament of Champions.

Along with these special sportscasts on the NBC-TV schedule are the three sports series which provide exciting viewing for the nation's sports fans on weekend afternoons around the calendar.

The current "Major League Baseball" continues into October on Saturdays and Sundays (blacked out in major league cities). Throughout the Fall months, professional football will be seen on Sundays featuring games played by the NFL champion Baltimore Colts and the colorful Pittsburgh Steelers (blacked out in NFL cities). NBC-TV's seventh year of covering pro basketball games begins in October with telecasts on Saturdays through December and on Saturdays and Sundays starting Jan. 1. The basketball coverage, which will include at least eight playoff games at the end of the regular season, runs until April when the baseball season rolls around again.

The new and longer "Jackpot Bowling" show, formerly seen on Fridays in a 15-minute format, will be a Monday night series starting Sept. 19. Originating live from the West Coast with Milton Berle as host, the program will feature some of the nation's outstanding

(more)

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The new and longer "Jackpot Bowling" show, formerly [illegible] Fridays in a 75-minute format, will be a Monday night series starting Sept. 19. Originating live from the West Coast with Milton Berle [illegible], the Program will feature some of the nation's outstanding

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bowlers competing for strikes, with jackpots of $25,000 and higher being awarded for rolling six straight strikes.

A new addition to NBC-TV's sports schedule is "Celebrity Golf," a 30-minute taped series to be presented Sunday afternoons starting Sept. 25. The 26-week series will star golf great Sam Snead in handicap matches against top entertainment and sports celebrities.

The list of NBC-TV sportscasts from September, 1960, through August, 1961, follows (some dates tentative):

Saturday, Sept. 10 -- Semi-final and final rounds of National Singles Tennis Championships at Forest Hills, N. Y.

Monday, Sept. 19 -- Start of "Jackpot Bowling" series, in which outstanding bowlers compete for strikes for giant jackpots.

Sunday, Sept. 25 or Sunday, Oct. 2 -- Start of 12-game series of professional football telecasts featuring Baltimore Colts and Pittsburgh Steelers (blacked out in NFL cities).

Sunday, Sept. 25 -- Start of "Celebrity Golf," 26-week taped series pitting Sam Snead against celebrities in four-hole handicap matches.

Saturday, Oct. 1 and Sunday, Oct. 2 -- Final weekend of 1960 "Major League Baseball" telecasts.

Wednesday, Oct. 5 -- First game of World Series in park of National League pennant-winner. Entire Series will be televised.

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Saturday, Oct. 15	-- Start of 40-game series of professional basketball telecasts.
Saturday, Dec. 17	-- Second annual Liberty Bowl Game at Philadelphia Stadium.
Monday, Dec. 26	-- National Football League Championship game, in park of Eastern Conference titleholder.
Saturday, Dec. 31	-- 23rd annual Blue-Gray all-star game at Cramton Bowl, Montgomery, Ala.
Saturday, Dec. 31	-- 36th annual East-West Shrine Game at Kezar Stadium, San Francisco, Calif.
Sunday, Jan. 1	-- Start of Sunday pro basketball telecasts.
Monday, Jan 2	-- 27th annual Sugar Bowl Game at New Orleans, La.
Monday, Jan. 2	-- 47th annual Rose Bowl Game at Pasadena, Calif.
Saturday, Jan. 7	-- 12th annual Senior Bowl Game at Ladd Memorial Stadium, Mobile, Ala.
Sunday, Jan. 15	-- 11th annual Pro Bowl Game between Eastern and Western stars of National Football League, at Los Angeles Coliseum.
Saturday, Jan. 21	-- Start of seven-week "Racing from Hialeah" series.
Saturdays, March 11 and 18	-- National Invitation Tournament at Madison Square Garden, New York. Early-round game on March 11, championship game on March 18.
Saturdays and Sundays, March 18, 19, 25, 26, April 1, 2, 8, 9	-- National Basketball Association playoff games.

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Saturday, April 15 and Sunday, April 16	-- Start of 50-game, weekend "Major League Baseball" telecasts.
Sunday, May 7	-- Windup of ninth annual Tournament of Champions golf tourney at Desert Inn Country Club, Las Vegas, Nev.
Saturday, June 17	-- Windup of 61st annual National Open Golf Championship at Oakland Hills Country Club, Birmingham, Mich.
Tuesday, July 11	-- 30th All-Star Baseball Game at Candlestick Park, San Francisco, Calif.
Saturday, July 15	-- Start of four-week "Racing from Monmouth Park" series.
Tuesday, Aug. 8	-- 31st All-Star Baseball Game at Fenway Park, Boston, Mass.

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NBC-New York, 8/18/60

JESSE SABIN, CAMERAMAN FOR NBC NEWS, IS DEAD

Jesse Sabin, cameraman for NBC News for the past 12 years, died this morning at his home, 1500 Ocean Parkway, Brooklyn, N. Y.

Mr. Sabin, 53, had been ill since May of this year. His most recent assignment for NBC was the filming of "Kicksville, USA," a study of narcotics. A veteran cameraman, Sabin had traveled with President Eisenhower on his recent South American good will tour, covered several conventions, election campaigns and inaugurations, the Argentine revolt of June, 1955, and many sports events for NBC News.

He filmed several of the network's award-winning "Wisdom" series, including interviews with Carl Sandburg, Van Wyck Brooks and Mrs. Eleanor Roosevelt, and much of the "Industry on Parade" series produced by NBC in cooperation with the National Association of Manufacturers. He was the holder of several awards given by the National Press Photographers Association.

A native New Yorker, Mr. Sabin had been a cameraman and foreign editor for "News of the Day," from 1926 through 1942, when he entered military service, and from 1945 to 1947. He served as a Captain in the U. S. Air Force from August, 1942, to July, 1945. He joined NBC News as assignment editor and photographer in 1948.

Mr. Sabin is survived by his wife, Charlotte, and daughter Margery, 14.

Funeral arrangements will be announced.

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NBC-New York, 8/18/60

NBC COLOR TELEVISION NEWS

August 18, 1960

'THE ACCOMPLICE,' TV DRAMA SUGGESTED BY EICHMANN CASE,
WILL BE COLORCAST ON 'MOMENT OF FEAR' FRIDAY, AUG. 26

- - -

Ernest Kinoy Story Will Star Nehemiah Persoff and Geoffrey Horne

"The Accomplice," a drama suggested by the real-life Adolf Eichmann case, will be colorcast on "Moment of Fear" on the NBC-TV Network Friday, Aug. 26 (10-11 p.m. EDT). Nehemiah Persoff will star as a Nazi war criminal who disguised himself to escape consequences for his atrocities in concentration camps of Germany, and Geoffrey Horne will star as a young man delegated to deliver the Nazi into the hands of a group seeking vengeance for the death of 400 men, women and children.

The drama, an original by Ernest Kinoy, will be produced and directed by Robert Stevens.

Joseph Baum (Horne), an immigrant from Europe following World War II, is approached by two men who tell him that his boss, Dr. Haverman (Persoff), a refugee scientist, is in truth a former Nazi head of a German concentration camp. They ask Baum to jeopardize his future in his adopted country by betraying one of its citizens (Haverman having become a U. S. subject) into their hands so that he may be tried.

Haverman counters with a threat to disclose Baum's illegal entry into the U. S. Following events find the Nazi and his pursuers in a life-or-death struggle.

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CHARLES LAUGHTON AND OTHER GUESTS OF BRITISH ORIGIN IN UPCOMING 'WAGON TRAIN' DRAMA

NBC-TV's "Wagon Train," solidly entrenched as England's most popular TV show, put a drama into production this week with Charles Laughton heading a guest roster of stars of British origin.

Laughton has the title role in "The Colonel Farnsworth Story," and is joined by James Fairfax and Terence de Marney. Laughton and Fairfax both were born in Scarborough and de Marney is a native of London. The three guests involve permanent star Ward Bond (in the role of Major Seth Adams) in a humorous storyline referring to the Irish rebellion.

("Wagon Train" is telecast Wednesdays from 7:30-8:30 p.m. NYT.)

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YOUNG CALIFORNIA MOTHER IS 4000th 'QUEEN FOR A DAY'

A Santa Ana, Calif., mother of four was crowned the 4,000th "Queen" on the NBC-TV Network's "Queen For a Day" today, Thursday, Aug. 18 (2 p.m. EDT).

Mrs. Lois Young, a 35-year-old divorcee, was chosen by the audience on the basis of her wishes -- repairs for her old car which she uses to commute to Orange Coast College (where she is completing a professional nursing course), and clothing for her four sons: Roger, 17; Eddie, 15; Terry, 12, and Kenneth, 9. Mrs. Young was granted her wishes and other special gifts, including 4,000 nickles ($200); 4,000 quarts of milk; 4,000 cups of coffee; a trip to Honolulu; and furniture and appliances, all valued at $4,000. Jack Bailey is host.

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PR-14

JACK TRACY
ROOM 320

OM THE NATIONAL BROADCASTING COMPANY
ty Rockefeller Plaza, New York 20, N. Y.

ROBERT W. SARNOFF, IN DETROIT ADDRESS, CHARACTERIZES RADIO'S FUTURE AS LIMITED ONLY BY "HUMAN INGENUITY AND TECHNICAL POSSIBILITY"

DETROIT, Aug. 19 -- Characterizing the future of radio as limited only by "human ingenuity and technical possibility," Robert W. Sarnoff, Chairman of the Board of the National Broadcasting Company, today outlined the prospects for the broadcast medium which has struggled since the advent of television to a new position of prominence and importance on the American scene.

Mr. Sarnoff addressed a luncheon commemorating the 40th anniversary of Station WWJ, Detroit's pioneer NBC affiliate. Among examples of new possibilities for radio, he cited the use of a single FM channel to carry simultaneously a number of signals.

"At NBC," he said, "we have under development a specialized service for doctors that would provide them, via FM radio, with needed information and developments in their field, in a manner least disruptive of their busy schedules. This type of system might be suitable for adaption to other professional groups -- lawyers, teachers, nuclear engineers, to name a few. Special reports may be broadcast for corporation stockholders. Paging and in-store shopping services are still other possibilities, which, as you may readily see, can run on almost as long as need requires and imagination permits."

In a review of the history of radio since television eclipsed it as a living room institution nine years ago, Mr. Sarnoff said: "we tried one experiment, one improvisation, one plan after another and eventually, out of a welter of trial and error, there emerged a successful formula of operation built very largely around news.

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"Today for the first time in many years, the NBC Radio Network looks pretty healthy and it is built on the key arch of 'News-on-the-Hour' 18 times daily; and 'Monitor,' a weekend potpourri of everything happening in this fast-moving world.

"We recognize in both 'Monitor' and in 'News-on-the-Hour' and all of our other in-between offerings, that radio listening is no longer a family affair or a constant affair, but rather it is individualistic and spasmodic in nature. The radio audience is fragmentized and highly mobile. We have tailored our programming accordingly, so that 'he who runs may listen.'"

Mr. Sarnoff cited as a reason for the optimistic outlook for radio the surprising fact that as total radio listening declined, the ownership of radio sets increased astronomically.

"Since the NBC Television Network started, the number of radio sets in the hands of the public has almost doubled," he said. "In 1950 Americans owned 85 million radios, including 15 million in their cars. Today there are 156 million sets operating, including 40 million car radios. Almost every family owns more than one set, many have three or four, and some have a radio in every room.

"Thus, with nearly each individual having his own set, radio has become the constant companion to a mobile society. Perhaps Detroit is not the place to make this claim -- but to many owners of automobiles, the radio is nearly as important as the engine. The transistor radio is becoming as vital to an outdoor picnic as the Thermos jug, and the small receiver is almost as essential to the hobbyist's workshop as his tools.

"Radio's changing character and recent progress have been strongly characterized by two main developments: first, heavily increased attention to news -- with greater frequency and speed of

(more)

reporting, and deeper examination of events and their meaning; and second, specialization -- with greater emphasis on local service and increased attention to the specific needs of individual segments of the community."

As proof of the growing importance of news in radio broadcasting, Mr. Sarnoff referred to the extensive coverage of the recent political conventions. "This Fall," he added, "listeners to these scores of millions of radio sets will have an opportunity to hear something that has never taken place before -- 'The Great Debate' between the two major-party candidates on the vital issues over which they are contesting for the Presidency of the United States."

Mr. Sarnoff congratulated the Detroit News, which owns WWJ, and the management of the station for its many years service to Detroit and the nation.

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NBC, 8/19/60

Remarks by Robert W. Sarnoff
Chairman of the Board
National Broadcasting Company
40th Anniversary -- Station WWJ
Statler-Hilton Hotel, Detroit
August 19, 1960

I can't think of anything more fitting for me to be doing right now than attending this anniversary luncheon of one of NBC's founding affiliates. The association between WWJ and my company started in 1926 at the very birth of NBC, and it has continued unbroken to this day. I hope it goes on and on.

I'm going to talk to you about radio in general, and if I look at it through the eyes of NBC, I trust you'll bear with me. Most of what I know about radio I learned at NBC, so my remarks must necessarily be colored and influenced by NBC history, experience and expectations.

As we meet here in August, 1960, a few weeks after the broadcasting industry's widely praised coverage of the Democratic and Republican National Conventions, I am reminded of the coincidence that 40 years ago, in November, 1920, when WWJ was less than three months old, it rang up its first great achievement by broadcasting the returns of the Presidential election that saw Warren G. Harding defeat Governor Cox of Ohio. It was also, incidentally, the first time that a broadcaster reported on the political fortunes of the man who was Cox's running mate for the Vice Presidency -- a promising young fellow named Franklin D. Roosevelt.

WWJ's feat in bringing the election right into Detroit living rooms not only made history but it launched a flourishing

(more)

tradition of electronic journalism. For about a dozen years, in the late 1920s and throughout the '30s, WWJ had a beloved newscaster named C. C. Bradner, whose fantastic ratings still stand untouched. Always news has come first on WWJ and over the years Detroit has learned to look to WWJ for the news.

This, too, is of historical significance in the light of what has happened to radio. For about a quarter of a century radio was America's great entertainment medium. It did many other things, but its prime function was entertainment. I'm sure that almost everyone in this room grew up in a home where it was customary of an evening for the family to gather around the radio and listen to "Amos 'n' Andy," "Fibber McGee and Molly," Fred Allen, Jack Benny, Bob Hope and all the rest.

Then TV came along and in short order it took over the entertainment audience. Radio struggled hard for a number of years to maintain this audience, but it was a hopeless battle against the growing inroads of television.

The chief reason for a network's existence is its mass audience, and losing this gave radio networks a very rough time. I'd hate to tell you just how much money NBC lost in trying to revamp its radio network. But we were determined to maintain a radio network service, because of its vital importance to our national security. As a means of instantaneous emergency communications, it is unrivalled, and today provides the basis for the vital Civil Defense network known as Conelrad.

So we tried one experiment, one improvisation, one plan after another and eventually, out of a welter of trial and error,

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(more)

there emerged a successful formula of operation built very largely around news.

Today for the first time in many years, the NBC Radio Network looks pretty healthy and it is built on the key arch of "News-on-the-Hour," 18 times daily; and "Monitor," a weekend potpourri of everything happening in this fast-moving world.

We recognize in both "Monitor," and in "News-on-the-Hour" and all of our other in-between offerings, that radio listening is no longer a family affair or a constant affair, but rather it is individualistic and spasmodic in nature. The radio audience is fragmentized and highly mobile. We have tailored our programming accordingly, so that "he who runs may listen."

Not the least of the surprising things that have happened in our business is that as total radio listening declined, the ownership of radio sets increased astronomically. Since the NBC Television Network started, the number of radio sets in the hands of the public has almost doubled. In 1950 Americans owned 85 million radios, including 15 million in their cars. Today there are 156 million sets operating, including 40 million car radios. Almost every family owns more than one set, many have three or four, and some have a radio in every room.

Thus, with nearly each individual having his own set, radio has become the constant companion to a mobile society. Perhaps Detroit is not the place to make this claim -- but to many owners of automobiles, the radio is nearly as important as the engine. The transistor radio is becoming as vital to an outdoor picnic as the Thermos jug, and the small receiver is almost as essential in the hobbyist's workshop as his tools.

This Fall, listeners to these scores of millions of radio sets will have an opportunity to hear something that has never taken place before -- "The Great Debate" between the two major-party candidates on the vital issues over which they are contesting for the Presidency of the United States. Great attention has been focused on the televising of these debates since NBC took the initiative of proposing them and winning the acceptance of the two candidates. But we should not overlook that these unprecedented debates will be carried simultaneously on radio to the millions of Americans who, for one reason or another, will not be able to watch on television.

Radio's changing character and recent progress have been strongly characterized by two main developments: first, heavily increased attention to news -- with greater frequency and speed of reporting, and deeper examination of events and their meaning; and second, specialization -- with greater emphasis on local service and increased attention to the specific needs of individual segments of the community.

In most communities across the country, there is today sufficient diversity in programming to accommodate any and all tastes. The special radio services available in nearly every area in this country run a wide gamut. Such familiar features as local news, short and long-range weather forecasts, stock and commodity price reports, have been joined by immediate reports on traffic conditions, lost and found services and community bulletin boards.

For the future, the number and variety of services that radio can provide run to the limit of human ingenuity and technical possibility. For example, the ability of a single FM channel to carry

(none)

simultaneously a number of signals has greatly expanded possible uses of radio. At NBC we have under development a specialized service for doctors that would provide them, via FM radio, with needed information on developments in their field, in a manner least disruptive of their busy schedules. This type of system might be suitable for adaption to other professional groups -- lawyers, teachers, nuclear engineers, to name a few. Special reports may be broadcast for corporation stockholders. Paging and in-store shopping services are still other possibilities, which, as you may readily see, can run on almost as long as need requires and imagination permits.

Such is the direction of radio 40 years after the pioneering efforts of the founders of the station whose anniversary we celebrate today. With such prospects, I'm not too worried about anything the future may bring.

And that brings to mind this thought. With an intensive Presidential campaign now under way, it may be pertinent for me to observe that both major political parties are making much of their accent on youth. You might like to know that at NBC we can make the same youthful, forward-looking claim. Most of our top people are in their early or mid-forties, yet have 20 or more years behind them in broadcasting. We have youth, seasoned with experience, no matter where you look in our organization. And that's one of the reasons why I view the future of our business with anticipation and zest. My young organization is never bound by precedents, never afraid to try something new.

(more)

(more)

Like Detroit's own great automotive industry, broadcasting has always been a young man's business. Even those who grow old in it, manage to retain the freshness and vigor of youth. It's that kind of business.

In conclusion, I want to express my respect and admiration for the ownership and management of the Detroit News, as represented here by Roy Merrill. The "News" put the first radio station on the air, and then many years later, to demonstrate its continued progressiveness, it was again first with television.

We at NBC are very proud of our Detroit affiliate, and to you, Ed Wheeler, I can only say thank you for inviting me to join this happy celebration.

-----o-----

August 19, 1960

FRANK TELFORD HEADS NBC-TV PROGRAM DEVELOPMENT
COMMITTEE NAMED TO FUNCTION IN HOLLYWOOD

Felix Jackson, Vice President in Charge of Television Network Programs for the National Broadcasting Company West Coast, has named a Program Development Committee to function in Hollywood, creating and developing new properties for the network and maintaining close contact with all producing companies.

Frank Telford, Director of Program Development for NBC on the West Coast, will head the group. Other members are Lillie Messinger, Program and Talent Development Executive; Fenton Coe, Director, Film Production; and Jack Emanuel, Executive Story Editor.

-----o------

ROBERT ALLISON APPOINTED PRODUCER OF "THE NATION'S FUTURE,"
NBC-TV SATURDAY NIGHT LIVE FORUM SERIES ON VITAL ISSUES

FOR RELEASE MONDAY A.M., AUG. 22

Robert Allison, who has a distinguished record as a producer of debate and discussion programs on television and radio, has been named producer of "The Nation's Future," the NBC Television Network's new series of Saturday night live forums on the vital issues of our times.

In announcing Mr. Allison's appointment, Irving Gitlin, Executive Producer, Creative Projects, NBC News and Public Affairs, said: "Mr. Allison's long association with many of the most successful debate programs on the air makes him well qualified to handle this difficult and challenging assignment. We are confident that 'The Nation's Future' will provide an urgently needed rallying point for a nationwide effort to meet head-on the problems which can be solved only by the united action of all Americans."

The series, created and developed by Mr. Gitlin, will premiere Saturday, Nov. 12. It will be presented Saturdays from 9:30 to 10:30 p.m. NYT. Each week, two persons of national or international stature will debate a major issue, while simultaneous meetings on that issue will be held throughout the country. Every third program will be limited to a 30-minute network segment on an issue that has specific local application. The remaining half-hour will be available to the NBC-TV affiliated stations for a continuation of the discussion keyed to particular community needs.

(more)

Mr. Allison produced and wrote numerous outstanding programs on CBS radio and television. He was producer of "The People's Platform," which presented more than 300 debates; "Issues on Trial," pioneer TV debate show; "Invitation to Learning," "You and the World," and "Of Men and Books." He was moderator as well as producer of a weekly college debate program as part of "American School of the Air." From July, 1959, to last February he wrote and produced "Dateline U. N.," 13 half-hour TV film programs for the United Nations.

His writing credits include the TV series "The Search," which won both Peabody and Sylvania Awards; "Adventure," "Let's Take a Trip," "Will Rogers Show" and "The Educated Women." Author of the novel "The Kid Who Batted 1000," he also has contributed to Redbook, America, This Week, Sports Illustrated and Chatelaine magazines.

A native New Yorker, he received his bachelor of arts degree from the College of the City of New York and his master's degree from Columbia University. He taught at Columbia and in the New York secondary schools, was a researcher for "America's Town Meeting" and "Information Please," and was a radio announcer and producer for Stations WNYC and WNEW. As special events producer and broadcaster for the Voice of America from 1950 to 1953, he supervised radio, TV and film crews covering the 1952 Olympic Games in Norway and Finland.

Mr. Allison is married to the former Virginia Gaskell, has two children and lives in New York City.

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NBC-New York, 8/19/60

August 19, 1960

ALEXANDER SCOURBY TO NARRATE TWO 'PROJECT 20' PROGRAMS

Alexander Scourby has been engaged as narrator for two of this season's "Project 20" programs, "The Coming of Christ" and a 90-minute version of "Victory at Sea," according to an announcement today by Donald B. Hyatt, NBC Director of Special Projects.

("The Coming of Christ," employing a still-pictures-in-motion technique to animate many of the world's great paintings, will be colorcast Wednesday, Dec. 21, from 8:30 to 9 p.m. EST. No playdate has yet been set for the new version of "Victory at Sea," the Naval history of World War II originally telecast in a series of 26 half-hour episodes.)

Scourby, well-known as an actor in television and on the Broadway stage, narrated eight earlier "Project 20" shows; "Nightmare in Red," "The Twisted Cross," "Three, Two, One -- Zero," "Call to Freedom," "The Innocent Years," "The Great War," "Life in the Thirties," and "Meet Mr. Lincoln." The press has taken special notice of each of his "Project 20" assignments. "He could narrate the dictionary and it would sound exciting," one critic wrote. He has recorded the complete Bible and 200 other works in their entirety for "Talking Books" for the blind.

(more)

There have been only three other narrators in the seven-year history of "Project 20": the late Fred Allen ("The Jazz Age"), Bob Hope ("Not So Long Ago"), and Howard Lindsay ("Mark Twain's America").

Hoagy Carmichael and Gary Cooper, as previously announced, have taken on assignments for "Project 20" this season. Cooper will appear on-camera and serve as off-camera storyteller in "The Real West," an authentic program of the American West from 1849 to 1900, and Carmichael will appear as narrator and performer in "Those Ragtime Years," a dramatic and musical portrayal of the ragtime craze which revolutionized American popular music and paved the way for jazz.

-----o-----

NBC-New York, 8/19/60

5 - Alphabet Soup

There have been only three other writers in the seven-year history of 'Publish or'. Ole Lade Dove Aidan ("The Ages Age"), Rob Hope ("Sex Do Does Age"), and Thomas Chaplet ("Make Chain's Amerika").

Young Communist and newly Democ, Ms Lowenthal has announced, have taken to recommend the "Pro-Labor Do" code amongst college staff. Lowenthal and Lafite do all-nighters particularly in "The Real Work," an exploration inspired by the American deaf icon IBM's 1930s and Communism that played at the Lucas Arts performer in "Those Precious Years," a comedic and tragical portrayal of the Reagan-Iran Arms Scandal-Contra Scandal. Popular music and rumored the War for Jews.

PREMIERE DATE CHANGE

"HERE'S HOLLYWOOD" WILL START ON NBC-TV SEPT. 26
WITH DEAN MILLER AS PROGRAM'S HOST

"Here's Hollywood" will make its debut as a Monday through Friday afternoon series on the NBC-TV Network Monday, Sept. 26 (4-4:30 p.m. EDT) instead of on Sept. 5, as previously announced. Dean Miller, young, personable television and motion picture favorite, will be the program's host.

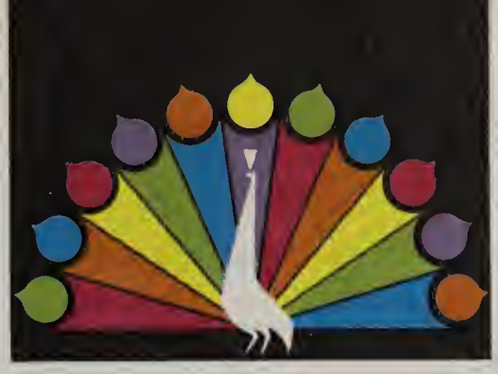
The new taped program will feature interviews with television and movie stars in their Hollywood homes, on studio lots and other locations.

"Adventure Time," now telecast Monday through Friday at 4 p.m. EDT, will continue through Sept. 23. The program is currently featuring repeat episodes from the "Buckskin" series.

NBC-New York, 8/19/60

CHECKOUT DATE CARDS

NBC COLOR TELEVISION NEWS



NBC-TV NETWORK COLORCAST SCHEDULE

For Week of Aug. 28 - Sept. 3 (All Times EDT)

Sunday, Aug. 28

8-9 p.m. -- "Music on Ice" presents "The Carnival," starring the Skip-Jacks; skaters Florence Rae, Manuel del Toro and George Simpson; singer Tina Robbin; comedian Bernie Lynam and the Skating Blades. Johnny Desmond is host. (Repeat)

9-10 p.m. -- "The Chevy Mystery Show" presents Janet Blair in "Femme Fatale."

Monday through Friday, Aug. 29-Sept. 2

11-11:30 a.m. -- "The Price Is Right" - with Bill Cullen.

12:30-1 p.m. -- "It Could Be You" - with Bill Leyden.

Monday, Aug. 29

7:30-8:30 p.m. -- "Riverboat" - tonight - "Payment in Full," with guest stars Barbara Bel Geddes, Aldo Ray, Louis Hayward, William Bishop and Nancy Gates. (Repeat)

Tuesday, Aug. 30

9:30-10 p.m. -- "The Arthur Murray Party" - tonight's guests are George Raft, Kim Hunter and Alan Young. (Repeat)

Wednesday, Aug. 31

8:30-9 p.m. -- "The Price Is Right" - with Bill Cullen.

(more)

Friday, Sept. 2

9:30-10 p.m. -- "Masquerade Party" - Bert Parks is host.

10-11 p.m. -- "Moment of Fear" presents "The Golden Deed," starring Macdonald Carey, Nina Foch and Robert Redford. (Repeat)

Saturday, Sept. 3

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "The Ruff and Reddy Show"

7:30-8:30 p.m. -- "Bonanza" - tonight - "Death at Dawn." (Repeat)

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NBC-New York, 8/19/60

PR-14

ROOM 320

ROM THE NATIONAL BROADCASTING COMPANY
irty Rockefeller Plaza, New York 20, N. Y.

August 22, 1960

In response to questions from the press concerning its position on commercial sponsorship of "The Great Debate," the National Broadcasting Company today made public the text of a telegram sent last Thursday, Aug. 18, in reply to his inquiry, to Chairman Oren Harris of the House Committee on Interstate and Foreign Commerce.

The text of the NBC telegram to Representative Harris follows:

"In response to your telegram of August 18, NBC plans to present the Presidential and Vice Presidential candidates in joint discussion of the campaign issues whether or not such programs are sponsored. We have received expressions of sponsorship interest from important companies. We have informed representatives of the candidates of this interest during discussion of arrangements for these appearances and solicited the decision of the candidates themselves on the acceptability of sponsorship. If the candidates have objection to sponsorship for these broadcasts, we will accept their decision. If there is no objection from the candidates, the type and manner of sponsorship would be appropriate to the importance of the broadcasts. In either case, whether sponsored or un-sponsored, we believe these programs will represent a public service of a highly desirable character."

-----o-----

PR-14

JACK TRACY
ROOM 320

August 22, 1960

OM THE NATIONAL BROADCASTING COMPANY
ty Rockefeller Plaza, New York 20, N. Y.

2-X-H

ROBERT W. SARNOFF, ACCLAIMING CONGRESSIONAL ACTION FREEING BROADCASTERS TO PRESENT MAJOR PRESIDENTIAL NOMINEES, TERMS MOVE AS VICTORY FOR EVERY AMERICAN IN RANGE OF TV OR RADIO

Robert W. Sarnoff, Chairman of the Board of the National Broadcasting Company, today acclaimed Congressional action freeing broadcasters to present the major candidates in the 1960 Presidential campaign as "a victory for every American within range of a television or radio set." He said that the dates for "The Great Debate" between Vice President Nixon and Senator Kennedy will be agreed upon in consultation with the candidates.

Mr. Sarnoff's statement follows:

"The action of Congress in freeing broadcasters to present the major candidates in the forthcoming Presidential campaign is a victory for every American within range of a television or radio set and a major step in the direction of a better-informed electorate.

"It is also a test for broadcasters -- a test of how well we can fulfill the responsibility of using this long-sought opportunity fairly and effectively. I am confident we will meet this challenge in a way that will earn broadcasting the permanent franchise to exercise this right of a free press.

"The resolution, with Presidential approval, clears the way for 'The Great Debate,' originally proposed by NBC as a series of prime evening hours on television and radio, presenting the major candidates in thoroughgoing discussion of the issues. We are now awaiting word from representatives of the candidates as to the dates and places they suggest for these joint appearances by Vice President Nixon and Senator Kennedy."

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NBC TRADE NEWS

August 22, 1960

AUSTRALIAN SONGSTRESS DIANA TRASK IS LATEST ARTIST SIGNED TO EXCLUSIVE CONTRACT WITH NBC-TV NETWORK

Diana Trask, beautiful Australian songstress, is the latest artist to be signed to an exclusive contract with the NBC Television Network, David Levy, Vice President, Programs and Talent for NBC, announced today.

A statuesque, 19-year-old performer with a distinctive, sultry singing style, Miss Trask was signed to a long term contract by David Tebet, Vice President, Talent Relations, who has charge of the NBC's expanded talent operation.

Miss Trask made her U. S. network TV debut May 24, 1960, as special guest star on NBC-TV's "Ford Startime" colorcast of "Sing Along With Mitch." Her rendition of "A Guy Is a Guy" on the high-rated program made the young performer an overnight singing sensation, acclaimed by critics and by viewers in hundreds of fan letters.

"Diana Trask is a name to remember and a girl to watch," Mr. Tebet said. "She's young, extremely talented and very beautiful; she's smart and versatile.

"Viewers may expect to see this talented young lady as a guest on numerous NBC-TV programs and she may eventually have a show of her own. She fits perfectly into our program for acquiring tomorrow's stars today for NBC."

Since her arrival in 1959 in the United States from her native Melbourne, Miss Trask has had a succession of highly successful personal appearances in clubs across the North American continent.

(more)

Currently appearing with Jack Benny at Lake Tahoe, Nevada, she has also had engagements at the Blue Angel, Living Room and St. Regis in New York; the Cloister and the Drake in Chicago; the Chase in St. Louis, El Morocco in Montreal, the Tidelands in Houston, Pierre's in Tulsa, Baker's Lounge in Detroit and the Tudor Arms in Cleveland.

A recording artist for Columbia Records, her successful recordings include "A Guy Is a Guy," "Long Ago Last Summer" and "Daddy's Sweetheart." A regal 5'7" redhead, Diana is equally at ease with an upbeat tune as with a velvety ballad.

Her mother, opera-trained and a music teacher in Melbourne, lost no time in teaching her daughter piano, voice and theory, and, when she was nine, Diana had won a voice contest and scholarship in Australia.

Winning a television contest in Melbourne at age 17 netted her a $2,000 prize as Australia's "popular singer with the most potential." Subsequently, she starred on Melbourne's counterpart of America's "Hit Parade" telecasts and on "In Melbourne Tonight," an Australian late-night entertainment program. In Sydney, she starred in "Make Ours Music" and had her own daily, 15-minute radio program.

In the Spring of 1959, she was signed for Frank Sinatra's "Down Under" tour, followed by a similar stint with Sammy Davis Jr. during the latter's tour of the Australian continent. Diana credits Sinatra and Davis for giving her the incentive to come to the United States.

Next to music and song, Diana's first love is sports. A onetime Australian junior champion in gymnastics, she is also devoted to surf-riding, swimming and tennis. Diana is currently a resident of New York.

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NBC-New York, 8/22/60

[illegible] - [illegible]

[illegible] appearance with Jack Benny at Lake Tahoe, Nevada, she has [illegible] had engagements at the Blue Angel, Living Room and [illegible], Music in [illegible] York, the Tiptoes and the Judge in Chicago; [illegible] in [illegible], [illegible] in Montreal, the residence in [illegible], Detroit's [illegible], Roberta Lemay in Detroit and the Tower Grill in Cincinnati.

A recording artist for [illegible] Records, her successful [illegible] include "A Big Fat Guy," "Long Ago (and Far Away)" and "Honey's Sweetheart," a [illegible] 45's released, which is usually at [illegible] an upbeat time on with a [illegible] ballad.

Her mother, [illegible] was a [illegible] in Melbourne. [illegible] in [illegible] piano, voice and [illegible], and [illegible] Grand and [illegible] and [illegible] in Australia.

Winning a Television [illegible] in Melbourne at age 17 [illegible] a $10,000 prize as Australia's "popular singer with the [illegible]." [illegible], she starred on Melbourne's [illegible] of [illegible] "Bal Masque" [illegible] on "In Melbourne Tonight," an [illegible] late-night [illegible] program. In Sydney, she starred [illegible] "This Once Music" and had her own daily 15-minute radio program.

In the spring of 1955, she was [illegible] for [illegible] "[illegible]" [illegible], followed by a similar [illegible] with [illegible] during the [illegible] tour of the Australian [illegible]. [illegible] [illegible] and [illegible] for giving her the incentive to come to the United States.

Next to music and song, [illegible] first love is [illegible]. A [illegible] Australian junior champion [illegible], she is also [illegible] surf-riding, swimming and tennis. [illegible] is [illegible] a [illegible] New York.

[illegible]

August 22, 1960

PREMIERE OF 'TALL MAN,' SATURDAY NIGHT SERIES

Barry Sullivan Stars as Deputy Sheriff Pat F. Garrett
And Clu Gulager as Billy the Kid on NBC-TV

Barry Sullivan will star as Deputy Sheriff Pat F. Garrett and Clu Gulager as William H. Bonney, better known as Billy the Kid, in NBC-TV's new half-hour Western adventure series, "Tall Man," which will have its premiere on Saturday, Sept. 10 (8:30-9 p.m. NYT) on the network.

"Tall Man" will be sponsored by the R. J. Reynolds Tobacco Company through the William Esty Company Inc. advertising agency.

Set in New Mexico during the turbulent period between 1870 and the turn of the century, "Tall Man" by drawing on both history and folklore will bring to TV the exciting adventures of the famous real-life characters, Sheriff Pat Garrett and Billy the Kid.

Though close friends, each senses that eventually he must face the other in a showdown between lawman and bandit, for Sheriff Garrett regards a gun merely as a tool to be used when absolutely necessary, and Billy the Kid regards his gun as the means of making him the equal of any rival who can beat him by virtue of size, strength or cunning. During the time they avoid the inevitable day of reckoning, Garrett and Billy remain friendly rivals until the day when Billy's bravado will draw him too deeply into a life of crime.

(more)

The filmed series is packaged by Nat Holt and Samuel A. Peeples in association with Revue Productions. Holt, executive producer of "Overland Trail" and producer of "Tales of Wells Fargo" -- both on NBC-TV -- and such top adventure movies as "Canadian Pacific" and "Pony Express" is executive producer of "Tall Man."

Peeples, producer of "Overland Trail" and author of many Western novels, and scripts for NBC-TV's "Tales of Wells Fargo," "Laramie" and "Bat Masterson," and other TV series, is producing "Tall Man." He also wrote the pilot film for the new series. The noted Mexican pianist-composer Juan Garcia Esquivel was assigned to write the musical score.

Barry Sullivan's acting career encompasses TV, movies and the stage. He has been on TV in "My Three Angels," "The Caine Mutiny Court Martial" and in the title role of the film series, "Harbormaster." His feature films include "Another Time--Another Place" and "Wolf Larsen," both released last year. Most recently he appeared on the stage in "The Caine Mutiny Court Martial."

Gulager's TV credits include co-starring roles in "The Day Before Atlanta" and "The Dingaling Girl," both on "Playhouse 90," and appearances on "Laramie," "Riverboat," "Goodyear Theater," "U. S. Steel Hour" and other shows.

* * *

CREDITS FOR 'TALL MAN' ON NBC-TV NETWORK

TIME: NBC-TV Network, Saturdays (8:30 to 9 p.m. NYT), premiering Sept. 10

STARS: Barry Sullivan as Sheriff Pat F. Garrett and Clu Gulager as Billy the Kid

(more)

3 - 'Tall Man'

FORMAT:	Drawing on history and folklore, "Tall Man" will depict the exciting adventures of two real-life characters of the Old West --Deputy Sheriff Pat Garrett and William H. Bonney, better known as Billy the Kid. Though close friends, each senses that eventually he will face the other in a showdown. Meanwhile, they are friendly rivals, struggling to avoid the inevitable day of reckoning between them.
EXECUTIVE PRODUCER:	Nat Holt
PRODUCER:	Samuel A. Peeples
ASSOCIATE PRODUCER:	Frank Price
WRITERS:	Various
DIRECTORS:	Various
DIRECTOR OF PHOTOGRAPHY:	Various
SET DESIGNER:	Various
MAKEUP:	Jack Barron
HAIR STYLIST:	Florence Bush
COSTUME SUPERVISOR:	Vincent Dee
EDITORIAL SUPERVISOR:	David O'Connell
THEME SONG:	Original composition by Esquivel
ORIGINATION:	Filmed at Revue Studios, Hollywood, Calif.
SPONSORS:	R. J. Reynolds Tobacco Co.
ADVERTISING AGENCY:	William Esty Company, Inc.
NBC PRESS REPRESENTATIVES:	Bob Bowen (Hollywood), Betty Lanigan (New York)

August 22, 1960

'TALES OF WELLS FARGO,' STARRING DALE ROBERTSON, STARTS FIFTH NBC-TV SEASON MONDAY, SEPT. 5

"Tales of Wells Fargo," starring Dale Robertson as rugged Wells Fargo agent Jim Hardie, returns for its fifth season on the NBC-TV Network with a new series of episodes starting Monday, Sept. 5 (8:30 to 9 p.m. NYT).

The popular Western adventure series is based on incidents in the history of the famed Wells Fargo Express Company and the role it played in the development of the West.

The 1960-61 premiere show Sept. 5, "Day of Judgment," concerns Hardie's efforts to return a thief to justice while followed to a deserted ghost town, where his quarry is hiding, by another man bent on killing the fugitive. The cast includes John Dehner as Wade Cather, the man trailing Hardie; John Lupton as Eli Fisher, sought by both Hardie and Cather, and Doris Dowling as Verna McDougal, a friend of Fisher.

The "Day of Judgment" episode was directed by Louis King and written by Barney Slater. Earl Lyon is the producer of the "Tales of Wells Fargo" series, which was created by Nat Holt and Frank Gruber. "Wells Fargo" is filmed at Revue Studios in Universal City, Calif., for Overland Productions.

The series is sponsored by the American Tobacco Company through Sullivan, Stauffer, Colwell and Bayles Inc.

* * *

(more)

CREDITS FOR 'TALES OF WELLS FARGO' ON NBC-TV NETWORK

TIME:	Mondays, 8:30 to 9 p.m. NYT. 1960-61 season begins Sept. 5.
ORIGINAL STARTING DATE:	Monday, March 18, 1957
FORMAT:	Authentic Western series based on stories of the famed express company, which played a major role in the expansion of the West.
STAR:	Dale Robertson as Jim Hardie, Wells Fargo agent
SERIES CREATED BY:	Nat Holt and Frank Gruber
PRODUCER:	Earl Lyon
DIRECTOR OF PHOTOGRAPHY:	William A. Sickner
ART DIRECTOR:	Ray Beal
EDITORIAL SUPERVISOR:	David J. O'Connell
FILM EDITOR:	Stanley E. Rabjohn
MUSIC BY:	Johnny Williams
MUSICAL SUPERVISOR:	Stanley Wilson
SOUND:	Earl Crain Sr.
SET DECORATOR:	Ralph Sylos
COSTUME SUPERVISOR:	Vincent Dee
PACKAGER:	Overland Productions Inc.
FILMED AT:	Revue Productions, Universal City, Calif.
SPONSOR:	American Tobacco Company
AGENCY:	Sullivan, Stauffer, Colwell & Bayles Inc.
NBC PRESS REPRESENTATIVES:	Bob Goldwater (New York); George Marakas (Hollywood).

(* * * more)

NBC COLOR TELEVISION NEWS

August 22, 1960

PREMIERE

"BONANZA," TV'S FIRST FULL-HOUR COLOR FILM SERIES, STARTS SECOND SEASON ON NBC SATURDAY, SEPT. 10

"Bonanza," television's first full-hour color filmed series, will continue to feature top-name guests in important roles with the show's regular foursome of stars, during its second season on the NBC-TV Network, which starts Saturday, Sept. 10 (7:30-8:30 p.m. NYT).

Produced by David Dortort and starring Lorne Greene, Pernell Roberts, Dan Blocker and Michael Landon, "Bonanza" was placed (by all rating services) among TV's top shows of the past season. It premiered on NBC-TV Sept. 12, 1959.

Already filmed for the new season are episodes featuring Harry Townes and Diane Foster, who will be guest stars on the opening episode, "The Mill" on Sept. 10, and Dan Duryea, Franchot Tone, Ricardo Montalban, Henry Hull, John Ericson and Ben Cooper.

The colorful Western, filmed at Paramount Studios in Hollywood, presents the excitement and struggle of the gold and silver rush days in and around the scenic Lake Tahoe country of California and Nevada -- still a beautiful and unspoiled area.

(more)

"Bonanza," which takes the viewer off the arid plains and treeless, savage mountains that characterize many Westerns, presents its dramas through the eyes of the fictional Cartwright family -- Ben the father (played by Greene), and sons Adam (Roberts), Hoss (Blocker) and Little Joe (Landon).

The Cartwright home is "The Ponderosa," a thousand square miles of timbered land that stretches the length of the Eastern shore of Lake Tahoe.

Producer Dortort plans no major format changes for the new year, except that "we will do more location work." Various directors and writers will be employed throughout the season, with directors John Rich, John Florean, Lewis Allen, James Neilsen, Arthur Lubin, Jacques Tourneur, Richard Bartlett, Charlie Haas and writers Halsted Welles, Herman Groves, Leonard Heideman, E. Jack Neuman, Anthony Lawrence, Dean Risner and others having already completed episodes. The season's premiere program, "The Mill," was written by Welles and directed by Rich.

Billy Snyder, award-winning cameraman who shot such feature films as "Toby Tyler" and "Bundle of Joy" and the TV show "Texas John Slaughter" for Walt Disney, has been signed as first cameraman -- the only major credit change for the new season.

David Rose will again do the musical scores for each episode.

"Bonanza" will be sponsored by Radio Corporation of America and American Tobacco Company. The respective agencies are J. Walter Thompson Company and Batten, Barton, Durstine & Osborn Inc.

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NBC-New York, 8/22/60

NBC NEWS OFFERS DETAILED COVERAGE OF EMERGENCY MEETING OF THE UNITED NATIONS SECURITY COUNCIL

NBC News covered the emergency meeting of the United Nations Security Council on the Congo crisis Sunday (Aug. 21) with more than two hours of special programming on the NBC-TV Network.

The UN coverage began at 1:28 p.m. EDT with a one-minute summary of Secretary General Dag Hammarskjold's speech by NBC News correspondent Pauline Frederick. A program from the UN from 2 to 2:24 p.m. EDT presented live coverage of a speech by Deputy Premier Antoine Gizenga of the Congo, a report on the Soviet Union's demand for a full debate in the General Assembly on the U-2 and RB-47 incidents, a fuller report on Mr. Hammarskjold's speech, and a summary of the day's UN proceedings up to that point.

From 4:55 to 6 p.m. EDT, NBC-TV carried another special telecast from the UN which presented live coverage of speeches by Vasily V. Kuznetsov, Soviet Deputy Foreign Minister, and Ambassador Caba Sory of Guinea, a tape of Mr. Hammarskjold's brief rebuttal of the Congolese attack, and a summary by Miss Frederick.

Remarks by Sir Claude Corea of Ceylon, the Security Council's only Asian member, who spoke in support of Mr. Hammarskjold, were presented live in a special telecast from 10:30 to 11 p.m. EDT. The program also included reports on the UN proceedings by Miss Frederick and NBC News correspondent Frank Bourgholtzer.

Miss Frederick summarized developments at the UN in special one-minute telecasts at 7:31, 8:31 and 8:42 p.m. EDT, and during the "Edwin Newman Reporting" and "11th Hour News" programs at 6:30 p.m. EDT and 11 p.m. EDT respectively.

The NBC Radio Network carried hourly news summaries of the Security Council meeting and special reports in "Monitor."

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NBC-New York, 8/22/60

NBC COLOR TELEVISION NEWS

August 22, 1960

DATE CHANGE FOR 'RIVAK, THE BARBARIAN,'
COLORCAST SPECIAL ON NBC-TV

"Rivak, the Barbarian" -- full-hour prologue special based on NBC-TV Network's "The Barbarians" color series, starring Jack Palance -- will be colorcast on NBC-TV Tuesday, Oct. 4 (10-11 p.m. EDT), instead of Tuesday, Sept. 20 as previously announced. A special program for the Sept. 20 time-period will be announced shortly.

Based on the F. Van Wyck Mason novel of love and slavery during the days of ancient Rome and Carthage, "Rivak, the Barbarian" -- starring Palance in the title role and with featured regulars Richard Wyler, Austin Willis and Joseph Cuby, plus special guest star Millie Vitale -- provides the setting for the upcoming NBC-TV series, several episodes of which were filmed in Rome this Summer by co-producers John Lee Mahin and Martin Rackin.

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NBC COLOR TELEVISION NEWS

August 22, 1960

PREMIERE OF 'THE SHIRLEY TEMPLE SHOW'

Shirley Temple Has Dual Role in 'The Land of Oz'
On Full-Hour NBC Colorcast Sunday, Sept. 18

Shirley Temple will star in a dual role -- as the beautiful Princess Ozma and as the small boy Tip -- in "The Land of Oz" on the Sunday, Sept. 18 premiere of "The Shirley Temple Show," a full-hour (7-8 p.m. NYT) series of family entertainment colorcasts on the NBC-TV Network.

This will mark the first television treatment of Frank Baum's beloved children's classic, "The Land of Oz," which has enjoyed high popularity among several generations of youngsters and young-at-heart adults since its initial publication in 1900. The telecast also will mark the first of 13 starring roles for Miss Temple, in addition to her weekly role as hostess for the 39-week series.

"The Land of Oz," adapted by Frank Gabrielson from the Baum original, also will feature famous guest stars (to be announced) recreating the roles of unforgettable fiction characters like Lord Nikidik, Mombi the Witch, Pumpkinhead, Scarecrow, Tin Woodman, the Gump, Graves the Butler, and Glinda the Good.

The teleplay concerns an exciting Oz adventure about wicked Lord Nikidik's desire to rid the kingdom of beloved Princess Ozma.

(more)

He arranges with Mombi the Witch to change Ozma into a statue, but instead Mombi changes her into a small boy, Tip, to do her menial chores. Tip, unaware he is Ozma, borrows some of Mombi's magic to create a new friend, Pumpkinhead, and together they escape from the witch and set out to seek help from the loving Ozma.

Upon reaching Ozma's castle, Tip and Pumpkinhead discover the Princess has been stolen, and that Scarecrow is prepared to risk his life searching for her. Just as Tip and Pumpkinhead agree to join the search, Mombi and Nikidik arrive and lay siege to the castle, but the excitement and suspense of finding Tip's identity and a way out of all their troubles has just begun.

In a recent New York Times survey about "the favorite books of teen-age readers," it was found that Baum's tales about Oz -- including "The Wizard of Oz" and "The Land of Oz" and 39 other volumes in the series of books -- topped the list.

William H. Brown Jr. is executive producer and William Asher is producer-director of "The Shirley Temple Show," an NBC-TV production originating from the network's color studios in Burbank, Calif.

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NBC-New York, 8/22/60

GUIDETTE PAT EVANS AND NBC GUIDED TOURS ARE SUBJECT OF FEATURE IN N.Y. TOURIST PUBLICATION

NBC guidette Pat Evans and NBC's Guided Tours are the subjects of a feature article in a recent issue of Where Magazine, published weekly for distribution to tourists visiting New York City.

The article, which is illustrated, pays tribute to Miss Evans and to the informative "behind the scenes" tour of NBC facilities at 30 Rockefeller Plaza.

The magazine prints more than 15,000 copies each week and is distributed in more than 50 midtown Manhattan hotels, as well as clubs, airline terminals and other locations.

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NBC-New York, 8/22/60

JACK TRACY
ROOM 320

OM THE NATIONAL BROADCASTING COMPANY
ty Rockefeller Plaza, New York 20, N. Y.

August 23, 1960

Following is the text of a telegram sent yesterday (Aug. 22) by Robert W. Sarnoff, Chairman of the Board of the National Broadcasting Company, to Vice President Nixon and Senator Kennedy:

I am sure you share our gratification at the adoption today by the House of Representatives of the Resolution previously passed by the Senate which would make it practical for broadcasters to present the major candidates in a discussion of the issues before the nation.

In anticipation of enactment of this Resolution, we and the other networks have been in consultation with your representatives and those of (Vice President Nixon) (Senator Kennedy) on the arrangements for "The Great Debate" series which NBC first proposed to you and the (Republican) (Democratic) Presidential nominee. One of the matters which you and (Vice President Nixon) (Senator Kennedy) are considering is the question of sponsorship of the series if sponsorship interest should develop. Because of certain comments made on the subject during the House discussion of the Resolution today, I wanted to reiterate and explain NBC's position on the matter.

Our desire to present the major candidates in a discussion of the issues was prompted not by commercial considerations but by our feeling that through such a presentation, the public could be better informed in exercising its electoral franchise. As a result of preparations for arranging these presentations, we have received some expression of sponsor interest. We do not know whether such interest will develop. We are not planning the series in order to obtain sponsorship but in order to make the most effective and responsible use of the capabilities of broadcasting as a medium of journalism and a service to the public. We intend to proceed whether or not sponsor interest develops. However, we do not believe that the public service represented by these broadcasts would in any way be diminished by appropriate sponsorship. On the contrary, we feel it is desirable in the public interest to encourage sponsorship of informational programs in the field of public affairs. Like other broadcasters we have been gratified at the growing trend toward sponsorship of such programs as reflected by sponsorship of the "Journey to Understanding" series on NBC; of a similar series on CBS; of the Convention and Election coverage of all networks; and of interview programs featuring the candidates on various of the networks.

It is in this same context, we believe, that the FCC in its July 29 policy statement on programming observed

that "there is no public interest basis for distinguishing between sustaining and commercially sponsored programming in evaluating station performance," and that "sponsorship of public affairs and other similar programs may very well encourage broadcasters to greater efforts in these vital areas."

For all of the above reasons, on August 18, we advised Chairman Oren Harris in reply to his inquiry that we plan "to present the candidates, in joint discussion of the campaign issues, whether or not such programs are sponsored" and that "whether sponsored or unsponsored we believe these programs will represent a public service of a highly desirable character."

I hope the foregoing may be helpful in giving you the background of our views, and in order to make our position clear to others who may be interested, I am taking the liberty of releasing this wire. As I indicated above, we do not know whether or not sponsor interest will develop to an actuality but feel that this is less important than the principle involved.

With all good wishes,

Robert W. Sarnoff
Chairman of the Board
National Broadcasting Company

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With all good wishes,

Robert W. Sarnoff
Chairman of the Board
National Broadcasting Company

August 23, 1960

RADIO CORPORATION OF AMERICA AND BEECH NUT LIFE SAVERS PURCHASE SPONSORSHIP IN 'THE SHIRLEY TEMPLE SHOW'

Two advertisers, Radio Corporation of America, and Beech Nut Life Savers Inc., have purchased sponsorship in "The Shirley Temple Show," during the 1960-61 season on NBC-TV, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

The colorcast series, which will feature Miss Temple as hostess in each of the hour-long programs and as star in one out of three, will be presented on Sundays, 7-8 p.m. (NYT), beginning Sept. 18.

Among the properties already selected for the series are TV adaptations of A. A. Milne's "Winnie-the-Pooh," Rudyard Kipling's "Kim," Louisa May Alcott's "Little Men," Frank Baum's "The Land of Oz" (the premiere feature), and "The Reluctant Dragon," (a musical based on Kenneth Grahame's book of that title).

The Beech Nut purchase was placed through Young & Rubicam Inc., and the RCA order was placed through J. Walter Thompson Company.

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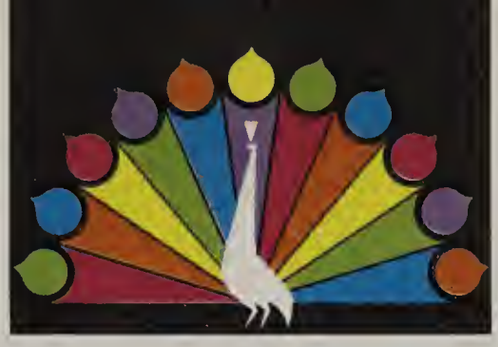
NBC COLOR TELEVISION NEWS



August 23, 1960

BIG GUEST STAR ROSTER ANNOUNCED FOR 'SHIRLEY TEMPLE SHOW' PREMIERE

'The Land of Oz' Enlists Talents of Jonathan Winters, Ben Blue, Sterling Holloway, Gil Lamb, Arthur Treacher, Frances Bergen, And (as Special Guest Star) Agnes Moorehead

Guest stars Jonathan Winters, Ben Blue, Sterling Holloway, Gil Lamb, Arthur Treacher, Frances Bergen and special guest star Agnes Moorehead join Shirley Temple in "The Land of Oz," on "The Shirley Temple Show" premiere colorcast on the NBC-TV Network Sunday, Sept. 18 (7-8 p.m. EDT).

As previously announced, Miss Temple will star in a dual role as the beloved Princess Ozma and as the boy Tip.

William Corrigan will direct "The Land of Oz," which has been adapted by Frank Gabrielson from Frank Baum's children's classic.

Miss Morehead will enact the role of Mombi the Witch, Winters will appear as the wicked Lord Nikidik, Blue as Scarecrow, Holloway as Jack Pumpkinhead, Lamb as the Tin Woodman, Treacher as Graves the Butler and Miss Bergen as Glinda the Good.

In supporting roles, Norman Levitt will portray the Lightning Bug Repairman, Mari Lynn as Jellia Jamb and Lou Merril as the Court Doctor.

William H. Brown Jr. is executive producer and William Asher is producer-director of "The Shirley Temple Show" which originates from NBC's color studios in Burbank, Calif.

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NBC COLOR TELEVISION NEWS

August 23, 1960

MUSIC OF THE U.S.A. (NORTH, SOUTH, EAST AND WEST) HIGHLIGHTS
'ONE NATION INDIVISIBLE' ON 'BELL TELEPHONE HOUR' OCT. 28
WITH ROBERT PRESTON AS HOST TO AN ALL-HEADLINER CAST

Music from the four corners of the nation will be heard on the "Bell Telephone Hour" in a colorcast titled "One Nation Indivisible" with Robert Preston as host and narrator Friday, Oct. 28 on the NBC-TV Network. The all-star cast also will include Dorothy Collins, Bill Hayes, Mahalia Jackson, Peter Palmer, Jimmie Rodgers and Jo Stafford. The Dukes of Dixieland also will be featured. Donald Voorhees conducts the Bell Telephone Orchestra.

"One Nation Indivisible" will include county fair songs from the north, blues from the south, Broadway show tunes from the east and ballads from the west. The entire company also will participate in a group of popular election campaign songs going back to the period following the Civil War.

This will be the third in the new fall series of the "Bell Telephone Hour" produced by Henry Jaffe Associates with Barry Wood as executive producer.

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ATTENTION: TV EDITORS AND PHOTO EDITORS

DATE CHANGE FOR OPENING 'DOW HOUR OF GREAT MYSTERIES'

The opening "Dow Hour of Great Mysteries" will be presented on the NBC-TV Network Tuesday, Sept. 20 (10-11 p.m. EDT) instead of Friday, Sept. 9, as originally announced. The teleplay will be "The Datchet Diamonds," co-starring Rex Harrison and Tammy Grimes. Also in the stellar cast are Alice Ghostley, Robert Flemyng, Melville Cooper, Reginald Denny and David Hurst. This is the resumption of the series of mystery specials begun last Spring. The "Dow Hour of Great Mysteries" is produced by Robert Saudek Associates for the Dow Chemical Company.

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NBC-New York, 8/23/60

PREMIERE DRAMA OF THE 'DOW HOUR OF GREAT MYSTERIES'

CAST AND CREDITS FOR 'THE DATCHET DIAMONDS,' STARRING REX HARRISON AND TAMMY GRIMES, ON THE NBC TELEVISION NETWORK

SERIES:	The Dow Hour of Great Mysteries
PREMIERE DRAMA:	"The Datchet Diamonds"; teleplay by Walter Kerr, based on the novel of Richard Marsh.
PREMIERE DATE:	NBC-TV Network, Tuesday, Sept. 20 (10-11 p.m. EDT). Future programs of series will be seen on various days and times.
SERIES PRODUCER:	Robert Saudek Associates
SERIES HOST:	Joseph N. Welch
SERIES DESCRIPTION:	The "Dow Hour of Great Mysteries" is a group of nine specials, presenting classic and modern mysteries, including adaptations and original scripts.
SERIES DESIGNER:	Henry May
PREMIERE STARS:	Rex Harrison and Tammy Grimes
PREMIERE CAST:	Paxton.....Rex Harrison Daisy.....Tammy Grimes Lawrence.....Robert Flemyng Charlotte.....Alice Ghostley Ireland.....Reginald Denny Franklyn.....Melville Cooper Baron.....David Hurst Manager.....George Turner Connors.....Laurie Main Skittles.....Hedley Rainie
PREMIERE DIRECTOR:	Gower Champion

(more)

2 - 'Dow Hour of Great Mysteries'

PREMIERE STORYLINE: The opening program, "The Datchet Diamonds," concerns an Englishman named Paxton (Harrison) whose engagement to lovely Daisy (Miss Grimes) is endangered when he loses all his inheritance money in speculations. Paxton accidentally comes into possession of a quarter of a million pounds worth of stolen diamonds. When the thieves attempt to recover their loot, comic and adventuresome activity results.

SPONSOR: Dow Chemical Company

AGENCY: MacManus, John and Adams, Inc.

ORIGINATION: New York, on tape.

NBC PRESS REPRESENTATIVES: Leonard Meyers (New York); Jane Westover (Hollywood)

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NBC-New York, 8/23/60

August 23, 1960

HOST HUGH DOWNS AND ANNOUNCER ART JAMES WILL BE PITTED AGAINST EACH OTHER IN SECOND ANNIVERSARY OBSERVANCE OF 'CONCENTRATION'

Hugh Downs will get a taste of his own game Tuesday, August 30, when he is pitted against announcer Art James in a game of "Concentration" in honor of the second anniversary of the Monday-through-Friday program on NBC-TV.

The half-hour program (which is telecast each day at 11:30 a.m. EDT) premiered Aug. 25, 1958, with Downs as host and James as announcer.

Since its origin close to 1,000 games of "Concentration" have been played by over 700 contestants. The top-rated game show on television, "Concentration" is designed to test its competitors' visual memory and deductive powers. Based on the children's card game of the same name, "Concentration" places two contestants in competition. A large electronic board in the studio lists numbers from 1 to 30. Each number appears on one side of a triangular wedge. On the second side of the wedges are pictures of prizes, which -- when matched -- will make 15 pairs. The third sides reveal parts of a rebus (word picture).

Each contestant is called upon to choose two numbers. If he can match a pair of pictures, he is credited with the prize represented. In turn, a portion of the rebus is revealed. The

(more)

first contestant to identify the rebus -- the title of a book, song or poem, or a famous saying -- receives all the prizes credited to him and has the right to play the next game.

Imagination also plays an important role in the identification of the word pictures for the awards which range from a hill of beans or a pot of blue glue to Cadillac cars and Bermuda vacations.

Besides the many joke prizes which have been such things as one cold pancake, a pile of pennies, an anchovy, a trunk of junk and a pet skunk, merchandise valued at several million dollars has also been awarded to the game's many winners.

Ninety-eight automobiles have been given away, the total including 27 foreign sports cars. Vacations to various ports of call are high on the list of prizes with 15 cruises, 54 vacations in Europe and 74 holidays at various resort areas in the United States listed.

Fur coats of many descriptions have been awarded and over $33,000 worth of jewelry has been given away. Many varieties of household goods, furniture, electric appliances, and television sets, among other items have also been program prizes.

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NBC-New York, 8/23/60

August 23, 1960

'BACHELOR FATHER,' LONG-RUN SITUATION COMEDY SERIES STARRING JOHN FORSYTHE, LAUNCHES 1960-61 SEASON ON NBC-TV SEPT. 15

"Bachelor Father," the long-run situation comedy series starring John Forsythe, launches its 1960-61 Fall season on the NBC-TV Network Thursday, Sept. 15 (9 p.m. NYT).

Now in its fourth season, the series has consistently remained one of the network's top-rated programs.

Appearing regularly with Forsythe, who portrays Hollywood lawyer Bentley Gregg, are Noreen Corcoran as Kelly, Gregg's teen-age niece, and Sammee Tong as Peter, his houseboy. Sue Ane Langdon, Bernadette Withers and singer-comedian Jimmy Boyd will be featured in a number of episodes.

The series, which concerns Bentley's attempts to raise his teen-age niece properly and still maintain a life of his own, is sponsored on alternate weeks by the American Tobacco Company, for its Dual Filter Tareyton Cigarettes, through the L. C. Gumbinner Agency, and Whitehall Laboratories Division of American Home Products Corporation through Ted Bates and Company.

On the premiere episode of Sept. 15, entitled "Jasper the Second," Bentley tries to resist getting another dog to replace old Jasper, who has died. However, Kelly, Peter and the dog, himself, soon convince him the household shouldn't be dog-less.

Filmed at Revue Studios for Bachelor Productions, the series is produced by Everett Freeman and directed by Earl Bellamy.

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CREDITS FOR 'BACHELOR FATHER' ON NBC-TV NETWORK

TIME:	NBC-TV Network, Thursdays (9 to 9:30 p.m. NYT), new Fall series starts Sept. 15, 1960
STAR:	John Forsythe as Bentley Gregg
FEATURED PLAYERS:	Noreen Corcoran as Kelly Gregg, and Sammee Tong as Peter, the houseboy.
OTHERS IN CAST:	Sue Ane Langdon, Bernadette Withers and Jimmy Boyd
FORMAT:	A situation comedy revolving around the home of lawyer Bentley Gregg who attempts to bring up his teen-age niece. Peter, the houseboy, is both a help and a hindrance.
PRODUCER:	Everett Freeman
DIRECTOR:	Earl Bellamy
WRITERS:	Everett Freeman, Keith Fowler, Seaman Jacobs, Si Rose and Danny Simon
MUSIC BY	Johnny Williams
SPONSORS AND AGENCIES:	American Tobacco Company for Dual Filter Tareyton Cigarettes through L. C. Gumbinner Agency; Whitehall Laboratories Division of American Home Products Corporation through Ted Bates and Company.
NBC PRESS REPRESENTATIVES:	Kay Mulvihill (Hollywood) and Leonard Meyers (New York)

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NBC-New York, 8/23/60

August 23, 1960

CREDITS FOR 'THE FORD SHOW,' COLORCASTS ON NBC-TV NETWORK

TITLE:	"The Ford Show" starring Tennessee Ernie Ford
TIME:	NBC-TV Network colorcasts, Thursdays (9:30 to 10 p.m. NYT), starting fifth season Sept. 22
ORIGINAL STARTING DATE:	Oct. 4, 1956
STAR:	Tennessee Ernie Ford
FEATURING:	Top Twenty Singing Group
FORMAT:	Musical Variety Show with weekly guests
DIRECTED BY	Selwin Touber
WRITTEN BY	Howard Leeds and Norman Paul
MUSICAL DIRECTOR:	Harry Geller
CHOREOGRAPHY:	Ward Ellis
ASSOCIATE PRODUCER:	Jim Loakes
ART DIRECTOR:	Edward Stephenson
COSTUMES:	Ret Turner
LIGHTING:	John Freschi
AUDIO:	Art Brearley
VIDEO:	Ken Pascoe
EXECUTIVE PRODUCER:	Cliffie Stone
PRODUCTION BY	A Betford Production, in Association with the NBC-TV Network

(more)

2 - Credits for 'The Ford Show'

SPONSOR:	The Ford Division of The Ford Motor Company
AGENCY:	J. Walter Thompson Company
ORIGINATION:	Live from NBC Color Studios, Burbank, Calif.
NBC PRESS REPRESENTATIVES:	Jane Westover (Hollywood) and Leonard Meyers (New York)

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NBC-New York, 8/23/60

August 23, 1960

CREDITS FOR NBC-TV'S "BONANZA" COLOR FILM SERIES

TITLE:	"Bonanza"
DATE AND TIME:	NBC-TV Network colorcasts, Saturdays 7:30-8:30 p.m. NYT. New season, the second, starts Saturday, Sept. 10.
ORIGINAL STARTING DATE:	Sept. 12, 1959.
FORMAT:	Hour-long Western film series in color. Set in the Lake Tahoe Country of Nevada during the days of the silver and gold rushes. Stories are told through the eyes of the fictional Cartwright family.
STARRING:	Lorne Greene as Ben Cartwright. Pernell Roberts as Adam Cartwright. Dan Blocker as Hoss Cartwright. Michael Landon as Little Joe Cartwright.
PRODUCED BY:	An NBC-TV Network Presentation.
FILMED AT:	Paramount Studios in Hollywood, Calif.
PRODUCER:	David Dortort
OPENING EPISODE:	"The Mill"
DIRECTOR:	John Rich ("The Mill") -- future episodes by various directors

(more)

WRITER:	Halsted Welles ("The Mill") -- future episodes by various writers.
CAST: ("THE MILL"):	Lorne Greene, Pernell Roberts, Dan Blocker and Michael Landon. Also: guest star Harry Townes as Tom Edwards. Guest star Diane Foster as Joyce Edwards. Claude Akins as Ezekiel.
PRODUCTION EXECUTIVE:	James W. Lane
ASSOCIATE PRODUCER:	Thomas Thompson
MUSIC BY:	David Rose
DIRECTOR OF PHOTOGRAPHY:	Haskel Boggs ("The Mill") and Billy Snyder.
COLOR CONSULTANT:	Edward P. Ancona
"BONANZA" SONG:	Jay Livingston and Ray Evans
ART DIRECTORS:	Hal Pereira and Earl Hedrick
EDITED BY:	Marvin Coyle ("The Mill") and Ellsworth Hoagland and Everett Douglas
UNIT PRODUCTION MANAGER:	Andrew J. Durkus
CASTING SUPERVISOR:	William Maybery
STORY EDITOR:	Ed Walsh
ASSISTANT DIRECTORS:	Jack Voglin ("The Mill") and Johnny Burch
SET DECORATION:	Sam Comer and Grace Gregory
SOUND RECORDING:	Harry Lindgren and John Wilkinson
MAKEUP SUPERVISION:	Wally Westmore, S. M. A.
HAIR STYLE SUPERVISION:	Nellie Manley, C. H. S.

(more)

3 - Credits for 'Bonanza'

SPONSORS (AND AGENCIES): Radio Corporation of America (J. Walter Thompson Company) and American Tobacco Co. (Batten, Barton, Durstine & Osborn Inc.)

NBC PRESS REPRESENTATIVES: Doug Duitsman (Hollywood); Al Cammann (New York)

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NBC-New York, 8/23/60

JACK TRACY
ROOM 320

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NBC COLOR TELEVISION NEWS

August 24, 1960

'COLOR TV DAY--U.S.A.' TO BE OBSERVED ON NBC-TV NETWORK NOV. 11 WITH MORE THAN NINE HOURS OF COLORCASTS-- LARGEST ONE-DAY TOTAL IN HISTORY

"Color TV Day -- U.S.A." will be celebrated Friday, Nov. 11, on the NBC Television Network with more than nine hours of color telecasts, the largest one-day total in history.

With the exception of two filmed series, NBC-TV's entire daytime schedule -- including the "Today" show -- will be presented in color.

The complete lineup of color programs for Nov. 11 is as follows (all times NYT):

6-7 a.m.	--	"Continental Classroom"
7-9 a.m.	--	"The Dave Garroway Today Show"
10-10:30 a.m.	--	"Dough Re Mi"
10:30-11 a.m.	--	"Play Your Hunch"
11-11:30 a.m.	--	"The Price Is Right"
11:30 a.m.-12 noon	--	"Concentration"
12 noon-12:30 p.m.	--	"Truth or Consequences"
12:30-1 p.m.	--	"It Could Be You"
2-2:30 p.m.	--	"The Jan Murray Show"
3-3:30 p.m.	--	"Young Dr. Malone"
3:30-4 p.m.	--	"From These Roots"
4:30-5 p.m.	--	"Here's Hollywood"
6:45-7 p.m.	--	"The Texaco Huntley-Brinkley Report"
9-10 p.m.	--	"The Bell Telephone Hour"

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PREMIERE

NBC TRADE NEWS

August 24, 1960

'NATIONAL VELVET'

13-Year-Old Lori Martin Has Role of Velvet Brown in NBC-TV Sunday Series Based on Famous Story of Girl's Love For a Beautiful Thoroughbred Horse

"National Velvet," the warm-hearted story of a little girl and her love for a beautiful thoroughbred horse, will make its debut as a new weekly NBC-TV Network series Sunday, Sept. 18 (8-8:30 p.m. EDT), under the sponsorship of the Rexall Drug Company and General Mills Inc. (Batten, Barton, Durstine & Osborn Inc. is the agency for both sponsors.)

"National Velvet," which was a best-selling novel, a contender for Academy Award movie honors, and a springboard to stardom for child actress Elizabeth Taylor, comes to television with the talented 13-year-old Lori Martin in the role of Velvet Brown. The series has been designed to appeal to every age group, with emphasis on family entertainment.

Based on Enid Bagnold's best-selling novel and the MGM film, the TV version has been moved in locale from England to an American dairy farm region. It remains, however, the simple heart-warming story of a 12-year-old girl, her horse, and her great dream of winning a famous steeplechase.

Most of all, "National Velvet" is the story of the Brown family -- Herbert Brown, a modestly successful dairy farmer, played by Arthur Space; his wife, Martha Brown, portrayed by veteran actress

(more)

Ann Doran; Edwina Brown, Velvet's boy-crazy older sister, played by Carole Wells, and small Donald Brown, a role filled by 7-year-old Joey Scott. Handyman Mi Taylor, who abets Velvet in many of her plans concerning the beautiful horse, will be played by James McCallion.

Lori Martin was chosen for the starring role of Velvet Brown after nearly 1,000 girls were interviewed for the part. The dark-haired blue-eyed Lori, a student at Luther Burbank Junior High School in Burbank, Calif., is as much at home on horseback as she is in her own living room. Equestrian feats form only part of the "National Velvet" storylines, however, since the plots will run the gamut from romance and suspense to comedy.

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CREDITS FOR 'NATIONAL VELVET' ON THE NBC-TV NETWORK

TITLE: "National Velvet"

TIME: NBC-TV Network, Sundays, 8-8:30 p.m. NYT, beginning Sunday, Sept. 18

FORMAT: Story of the everyday life of a typical rural American family and the younger daughter's love for a beautiful thoroughbred horse.

STARRING: Lori Martin as Velvet Brown

PERMANENT CAST: Ann Doran as Mrs. Brown, Arthur Space as Mr. Brown, James McCallion as Mi Taylor, Carole Wells as Edwina Brown and Joey Scott as Donald Brown.

EXECUTIVE PRODUCER: Robert Maxwell

PRODUCER: Rudy Abel

DIRECTOR: Harry Keller

WRITERS: Anne Howard Bailey, John Elliott, Sumner Long and Claire Kennedy.

(more)

3 - 'National Velvet'

DIRECTOR OR PHOTOGRAPHY:	Bob Bronner
FILM EDITOR:	Harold Kress
SPONSOR:	The Rexall Drug Company and General Mills Inc.
AGENCY:	Batten, Barton, Durstine & Osborn Inc. (for both sponsors)
ORIGINATION:	An MGM-TV production filmed at the MGM Studios, Culver City, Calif.
NBC PRESS REPRESENTATIVES:	Doug Gordon (Hollywood), Betty Lanigan (New York).

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NBC-New York, 8/24/60

August 24, 1960

VICE PRESIDENT NIXON ACCEPTS JACK PAAR'S INVITATION
TO APPEAR ON "THE JACK PAAR SHOW" THURSDAY, AUG. 25

Vice President Richard M. Nixon has accepted Jack Paar's invitation to appear on "The Jack Paar Show" on NBC-TV Thursday night, Aug. 25.

The interview will be held before an audience in an NBC studio in Washington. The interview will be telecast beginning in the 12 midnight time segment of the late-night program (11:15 p.m. to 1 a.m. EDT), and will be integrated into the show which will originate from New York with Hugh Downs as host. Mr. Paar will be in Washington for the interview.

Vice President Nixon's acceptance followed President Eisenhower's signing into law the measure suspending the Federal "equal-time" provisions for the 1960 campaign. President Eisenhower signed the bill Wednesday morning.

Mr. Paar has also issued a similar invitation to Senator John F. Kennedy of Massachusetts, the Democratic Presidential nominee, for an appearance on "The Jack Paar Show" at a future date.

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PREMIERE

NBC COLOR TELEVISION NEWS

August 24, 1960

'THE FORD SHOW' THURSDAY COLORCASTS START FIFTH SEASON ON NBC WITH GEORGE GOBEL VISITING TENNESSEE ERNIE

"The Ford Show," weekly colorcasts starring Tennessee Ernie Ford, will return to the NBC-TV Network for a fifth consecutive season Thursday, Sept. 22 (9:30 p.m. NYT), with the philosophical peapicker's golf partner, "Lonesome" George Gobel, as his first guest star.

Ernie's new programs will offer the same balanced type of entertainment that has made them so successful over the years. The show will feature his own songs and humor, big-name guest stars, the Top Twenty singing group and choreography by Ward Ellis.

In his Fall debut, Ernie and Buddy George will swap exaggerations about their low golf scores while they vacationed.

Cliffie Stone, Ernie's long-time friend continues as executive producer. Harry Geller again waves the baton as musical director. Other members of the troupe who remain at their same posts are Selwin Touber, director; Howard Leeds and Norman Paul, writers, and Jim Loukes, associate producer.

Sponsorship of "The Ford Show" will be continued in the 1960-61 season by the Ford Division of the Ford Motor Company through the J. Walter Thompson Company advertising agency.

The weekly program will originate live from the NBC-TV Color City studios in Burbank, Calif.

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NBC COLOR TELEVISION NEWS

August 24, 1960

'PANAMA'--FULL-HOUR COLORCAST SERIES OF ADVENTURES IN CENTRAL AMERICA AND THE CARIBBEAN--SET FOR NBC PRIME EVENING TIME IN 1961-62 SEASON

"Panama" -- a full-hour colorcast series of action and adventure set against the background of Central America and the Caribbean -- will be produced by the NBC Television Network for presentation in prime evening time during the 1961-62 season. David Levy, Vice President, Programs and Talent, announced the project today.

The color series is the creation of the NBC Program Development Department, under the supervision of Preston Wood.

The action will be based in the capital city of Panama with adventures taking the three continuing characters far and wide throughout exotic locales in Central America and the West Indies. The series was originally planned with a locale restricted to the Caribbean.

The three characters in the series are soldiers of fortune. Expatriates who are unable to return to their native countries, they have joined forces in "Panama" through their common love of adventure. Two are Americans, Christie Jordan and Jeff Caine; the third, General Sandoval is from a country in South America.

These adventurers-at-large are called upon to perform many exciting and odd assignments to earn their living and the action takes them to many locales.

(more)

The series will begin location filming in color in February. The production staff and permanent cast will be announced shortly.

"We expect to capture in 'Panama' the free-wheeling flavor of masculine adventure," Mr. Wood said. "In our locales we will draw from the international scene of the cosmopolitan city of Panama, adding to this the charm of the exotic locales in the West Indies such as Haiti, Jamaica, Trinidad and Barbados.

"The episodes will be contemporary and will be almost unlimited in storyline and scope. We will treat all the facets of adventure -- voodooism, tourism, colonial relationships, commerce, politics -- as they actually exist today in the Central America and Caribbean areas. We will draw in considerable detail from the areas' background, utilizing costumes and customs which are found there."

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NBC-New York, 8/24/60

NBC COLOR TELEVISION NEWS

August 24, 1960

'THE PRICE IS RIGHT' WEDNESDAY NIGHT COLORCAST SERIES,
STARTS FOURTH YEAR ON THE NBC-TV NETWORK SEPT. 23

"The Price is Right" Wednesday nighttime colorcast series (8:30 p.m. NYT) enters its fourth year on the NBC-TV Network Sept. 23 still one of television's most popular attractions. (The Monday-through-Friday morning colorcast series starts its fifth season in November.) The show, starring Bill Cullen as host-emcee, leads most New York-originated programs in studio ticket requests.

The Lever Brothers Company, through Batten, Barton, Durstine and Osborn Inc., sponsors "The Price Is Right" Wednesday nighttime colorcasts.

* * *

Why has the series been so successful over the years?

The answer, according to producer Bob Stewart, is "because it's fun for everybody. Our contestants come to have a good time bidding on the prizes, and our audience enjoys playing along trying to outguess the panelists."

Each week, there is fun and excitement for the panel which has included doctors, lawyers, and an Indian (not a chief, though) as well as a pulp tester, tree surgeon, deep sea diver, paper handler, pretzel twister and test pilot.

(more)

One panelist who will probably never forget her appearances on the program is a Sumter, S. C., schoolteacher whose keen shopping sense kept her on the evening program for five weeks this year, during which time she won a record $63,314 in merchandise.

An Air Force enlisted man will not soon forget his experience on the show, either. In May, he won one of the most valuable prizes ever given away on the series -- a $22,330 Florida home. (The most expensive single item ever given away was a $30,000 sable coat.)

Unusual items turn up on the nighttime show regularly. A Los Angeles, Calif., truck driver successfully bid on a $9,500 Chippendale bookcase once owned by Sir Winston Churchill, and a Norfolk, Va., engineer won an original oil painting by Picasso valued at $20,000. An African safari, a mink trimmed couch and a fire engine have also been given away.

Bonuses have frequently provided amusing moments for viewers, if not for panelists. For example, a nurse from New Bedford, Mass., was given a choice of five places where she could vacation. Only the latitude and longitude of each was given. The site she picked was Casablanca, and she could have chosen Paris, Mexico City, London or a New York City Turkish bath.

A Florida gift shop manager had a more difficult task for his bonus last year. He was locked in a hotel room until he composed 100 poems. He met the challenge and received not only $500 for his efforts, but $1,000 more when they were published and 100 volumes sold.

And a Merced, Calif., housewife spent a good part of a week in a New York City department store window putting together a

(more)

3,000-piece jigsaw puzzle for her bonus. When she completed her assignment she won everything pictured in the puzzle: a car, a color TV set, a mink coat, a camera, and a chair.

Not every bonus is difficult. All one man had to do was draw a picture of anything he wanted, in 30 seconds. He drew a boat and got one.

Even home viewers have profited handsomely. Last Fall a New York housewife sent in a postcard-bid with the exact value of a showcase for home viewers to win $28,677 in gifts, including an eight-room house with indoor swimming pool. In fact, trying to "guesstimate" the prices on the showcases and playing along with the contestants has become a national pastime.

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NBC-New York, 8/24/60

SPECIAL NBC-TV PROGRAM HONORS MEMORY OF OSCAR HAMMERSTEIN II

A special program in appreciation of Oscar Hammerstein II, the Broadway librettist, lyricist and producer who died early Tuesday in Doylestown, Pa., will be presented by the NBC-TV Network this Friday, Aug. 26, from 8:30 to 9 p.m. EDT.

The program, portraying Hammerstein's life as disclosed in the lyrics he wrote, will be produced by NBC Special Projects. It will preempt "Wichita Town." Howard Lindsay, the noted actor and playwright, will deliver a tribute. Alexander Scourby will be narrator.

Robert Russell Bennett, musical director of the network's "Project 20," will select the music. Bennett was a long-time associate of Hammerstein as orchestrator of "Oklahoma!," "South Pacific," "The Sound of Music," and virtually all of the other Richard Rodgers-Oscar Hammerstein musical hits on Broadway.

Musical selections and the performers who will sing them will be announced shortly.

Film newly shot on Broadway and at Hammerstein's home in Doylestown will figure prominently in the program, which will be titled "Oscar Hammerstein II: An Appreciation." There also will be kinescopes of some of Hammerstein's TV appearances as well as photographs of his career animated with the still-pictures-in-motion technique utilized in the "Project 20" productions of "Meet Mr. Lincoln" and "Mark Twain's America."

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NBC-New York, 8/24/60

August 24, 1960

"THE CAT AND THE CANARY" IS SEASON'S SECOND "DOW HOUR OF GREAT MYSTERIES"

Clawed hands come out of the wall in the night, people disappear, a lunatic from a nearby asylum is on the loose and a group of bewildered, frightened people must remain overnight in a lonely house in "The Cat and the Canary," second in the new season's presentations on the "Dow Hour of Great Mysteries" Tuesday, Sept. 27 (NBC-TV Network, 10-11 p.m. EDT).

Collin Wilcox, Andrew Duggan and Sarah Marshall play the principal roles in this teleplay by Audrey and William Roos, based on the novel by John Willard. Director is William A. Graham.

Six descendants of deceased Cyrus West assemble in his old, lonely house on the 20th anniversary of his death to hear the reading of his will. The lawyer and housekeeper are the only other known persons in the house. A bell sounds which Mrs. Pleasant, the eccentric housekeeper (Hortense Alden) says predicts the death of one of them. The will is found by lawyer Crosby (George Macready) to have been tampered with. Then it is read and frightening events follow.

Duggan plays Paul Jones, Miss Wilcox portrays Annabelle West and Miss Marshall appears as Cicily Sellsby, three of the potential heirs. Other relatives are Jack Betts as Fred, Louis Edmonds as Charlie, and Fred Scollay as Harry. Al Henderson is cast as Hendricks, a guard from the asylum, and Telly Savalos portrays Dr. Patterson.

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NBC COLOR TELEVISION NEWS

August 24, 1960

NBC OPERA COMPANY COMPLETES CASTING FOR 'DESERET,'

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Two-Hour Colorcast Is Scheduled for New Year's Day

Completion of casting for the world premiere performance of Leonard Kastle's opera "Deseret" has been announced by producer Samuel Chotzinoff of the NBC Opera Company. In the colorcast production of Sunday, Jan. 1 (3-5 p.m. EST) Kenneth Smith will portray Brigham Young, leader of Deseret, the Mormon colony. Judith Raskin will sing Ann Louisa Brice, who is about to become Young's 25th wife; John Alexander will have the role of Captain James Dee of the Union Army on a mission for President Lincoln, and Rosemary Kuhlmann will sing Sarah, first wife of Young. Marjorie McClung and Mac Morgan have been added to the cast in the roles of Mr. and Mrs. Brice, parents of Ann Louisa.

"Deseret" tells a romantic story of two young people from different worlds who meet in Lion House, the residence of Brigham Young. The original story and libretto for the opera were written by Anne Howard Bailey.

The other operas scheduled for the 1960-61 season will be Menotti's "Amahl and the Night Visitors" on Christmas Day; a repeat in February of an opera from last season; and Moussorgsky's "Boris Godunov" on Sunday, March 26. "Deseret" will be conducted by Peter Herman Adler.

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NBC COLOR TELEVISION NEWS

August 24, 1960

BRENDA LEWIS, STEPHEN DOUGLASS ARE ADDED STARS FOR 'THE GOLDEN CHILD' OPERA COLORCAST ON 'HALLMARK HALL OF FAME' DEC. 16

Metropolitan Opera soprano Brenda Lewis and musical comedy baritone Stephen Douglass have been signed to starring roles in "The Golden Child," an opera by Philip Bezanson to be presented on "Hallmark Hall of Fame" Friday, Dec. 16 (NBC-TV Network colorcast, 8:30-10 p.m. EST). Previously announced for other starring parts are Patricia Neway and Jerome Hines.

Also featured in the opera will be Judy Sanford, David Lloyd, Chester Ludgin, Enrico DiGiuseppe, John Wheeler and George Sullivan.

Peter Herman Adler is musical director of the production, which will be conducted by Herbert Grossman. Warren Clymer will design the sets and Robert Hartung is director. It will be produced by George Schaefer.

The story, set in the California gold rush period, was written by librettist Paul Engle. It has a Christmas theme, showing the conflict of love and greed for gold and its effect on a group of miners.

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NBC COLOR TELEVISION NEWS

August 24, 1960

PREMIERE

HARRY TOWNES AND DIANE FOSTER ARE GUEST STARS IN NEW SEASON'S OPENING "BONANZA" COLORCAST

Guest stars Harry Townes and Diane Foster will be spotlighted with series stars Lorne Greene, Pernell Roberts, Dan Blocker and Michael Landon (as the Cartwrights) when "Bonanza," television's first full-hour color filmed series starts its second season on the NBC-TV Network Saturday, Sept. 10 (7:30 p.m. EDT).

In the premiere colorcast, "The Mill," the Cartwrights help their neighbors, Tom (Townes) and Joyce Edwards (Miss Foster), who are being duped by an evil hired hand, Ezekiel (Claude Akins). Edwards, destitute and embittered from a hunting accident which left him crippled, is easy prey for Ezekiel. The pair spend their time drinking and gambling, with Tom growing deeper in debt to his hired hand. The Cartwrights try to help by building a wheat mill on Tom's property.

Determined to prevent Tom from becoming independent of him, Ezekiel poisons Tom's mind with jealousy and suspicion concerning his wife. Then, with one cut of the cards, he wins everything Tom owns, including his wife, before the Cartwrights can get the situation in hand.

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JACK TRACY
ROOM 320

NBC TRADE NEWS 2-X-H

August 25, 1960

'THE NBC SATURDAY PROM'

Beech Nut Life Savers Inc. Purchases Sponsorship in New Saturday Afternoon NBC-TV Series Featuring Live Music With 'Big Sound'; Top Bands and Record Stars on Show

Beech Nut Life Savers Inc. has purchased sponsorship in the new NBC-TV weekly daytime series, "The NBC Saturday Prom," scheduled to begin in October, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

The program, planned for telecast late Saturday afternoons, will feature live music with a "big sound," according to its producer, Ed Pierce, and will star a well-known host. Each week's show will also feature one of the country's top bandleaders as well as prominent recording stars in the field of popular music.

"The NBC Saturday Prom" will originate from NBC's New York Studio 8-H, which will be set up to accommodate between 400 and 500 young people each week in a cozy, informal lounge atmosphere. Plans also call for a segment of each program to honor a "school of the week," with student groups from the school as guests on the show.

Mr. Pierce, who has produced such programs as "Wide Wide World," the 1960 "Emmy" awards telecast and the "America Pauses" series last season, said that the show will recapture the excitement of the big band era of the 1930s and 1940s.

The Beech Nut purchase was placed through the Young & Rubicam Inc. advertising agency.

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August 25, 1960

'JACKPOT BOWLING, STARRING MILTON BERLE' STARTING AS MONDAY SERIES ON NBC-TV SEPT. 19 WITH BERLE EMCEEING MATCHES OF TOP PRO KEGLERS

\- - -

Cash Prizes Could Well Exceed $100,000 in a Single Evening

The new "Jackpot Bowling, Starring Milton Berle" show, in which the nation's top professional keglers will compete for cash prizes that could well exceed $100,000 in a single evening, will debut on the NBC-TV Network Monday, Sept. 19 (10:30 to 11 p.m. NYT).

Berle, returning to full-time television after a year of guest appearances, will serve as master of ceremonies of the new half-hour, Monday night bowlingfest, which will be sponsored by Phillies Cigars and Brunswick Corporation.

Three nationally famous bowlers will be in action each week, competing for strikes only in two nine-ball matches with $1,000 going to the winner (the one rolling the most strikes in nine rolls) of each game, and $250 to the loser.

In both matches, six consecutive strikes wins the jackpot.

The jackpot of the preliminary match will be worth $5,000. The winner then goes on to meet the previous week's champion, the "king of the hill," in the second game.

This match will feature a jackpot starting at $25,000 and increasing by $5,000 for each week it is not won. The prize would grow to $50,000 after five misses, to $100,000 after 15, which makes the show one of the richest participation programs on television.

(more)

The program will be televised live each week from the West Coast and will be produced by Sagebrush Productions, Berle's own production company. Buddy Arnold will produce the shows and David Brown will direct.

Bowlers will be selected by the Professional Bowlers Association of America from the ranks of the country's top keglers.

In the opening match Sept. 19, originating from the new Hollywood (Calif.) Legion Lanes, Harry Smith, winner of this year's All-Star Championship, will meet Ray Bluth, 1959 winner of the ABC Masters Tournament and a former national doubles champion. Both are from St. Louis.

The winner will meet Frank Clause, of Old Forge, Pa., who hit the record jackpot of $25,000 last February on the former "Jackpot Bowling" show on NBC-TV. He won a record total of $33,250 in nine appearances on the show.

An added feature of the program will be competition among amateurs. Keglers from all walks of life -- grandpas against grandmas, sailors against soldiers, husbands against wives -- will compete between the championship matches.

Berle will make all the introductions, but the actual play-by-play description will be called by NBC sportscaster Chick Hearn. Berle last appeared regularly on television during the 1958-59 season on NBC-TV. He launched his TV career June 8, 1948, as temporary emcee for the premiere of NBC's "Texaco Star Theatre." Originally signed for only four appearances, his instant popularity won him the job as permanent star starting Sept. 21, 1948.

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In 1951, NBC signed "Mr. Television" to a contract calling for exclusive use of his services as an actor, producer, writer and director. He continued as one of TV's top attractions, retiring briefly -- after eight consecutive years of popularity -- at the end of the 1955-56 season.

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CREDITS FOR 'JACKPOT BOWLING, STARRING MILTON BERLE' ON NBC-TV

DATE AND TIME:	Mondays, 10:30 to 11 p.m. NYT, starting Sept. 19.
FORMAT:	Top professional bowlers compete for jackpot prizes in rolling for strikes only. Two matches played each show, with winner of preliminary game opposing "king of the hill," the previous week's champion, in second game. Matches are sanctioned by Professional Bowlers Association.
STAR:	Milton Berle as master of ceremonies.
PRODUCED BY:	Sagebrush Enterprises, in Association with the NBC-TV Network.
PRODUCER:	Buddy Arnold.
DIRECTOR:	Dave Brown.

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4 - 'Jackpot Bowling'

UNIT MANAGER:	Frank Ozburn.
PLAY-BY-PLAY ANNOUNCER:	Chick Hearn.
FIRST SHOW CONTENDERS:	Harry Smith vs. Ray Bluth in preliminary match. Winner vs. Frank Clause in final match.
TECHNICAL DIRECTOR:	Don Laduke.
ART DIRECTOR:	Jerry Decker.
ASSOCIATE DIRECTOR:	Tom Folks.
AUDIO ENGINEER:	Lionel St. Peter.
LIGHTING DIRECTOR:	Al Scarlett.
SPONSORS (AND AGENCIES):	Phillies Cigars (Wermen & Schorr Inc.) and Brunswick Corporation (M-E Productions Division of McCann-Erickson Inc.).
ORIGINATION:	Live from Hollywood Legion Lanes (Hollywood, Calif.).
NBC PRESS REPRESENTATIVES:	Doug Duitsman (Hollywood); Bob Goldwater (New York).

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NBC-New York, 8/25/60

August 25, 1960

DARREN McGAVIN (AS CAPT. HOLDEN) SAILS 'RIVERBOAT'
INTO SECOND YEAR ON NBC-TV MONDAY SCHEDULE

\- - -

Noah Beery Is Co-Star of 1960-61 Programs Starting Sept. 19;
Cargo of New Features Booked for Full-Hour Dramas

Darren McGavin, as Captain Grey Holden, sails the "Riverboat" series into its second year of Americana adventures Monday, Sept. 19 on the NBC-TV Network (7:30-8:30 p.m. NYT) with a full cargo of new features and attractions headed by new co-star Noah Beery.

In addition to the new co-star, this weekly series about river life in the 1840s returns with new music, new story slants, a new producer, new sponsors and new character dimensions for the action hungry Captain Holden.

Noah Beery, veteran performer of motion pictures and TV, is the son of the late Noah Beery of stage and silent screen and the nephew of film great Wallace Beery. Noah fills the role of Bill Blake, Captain Holden's pilot, right arm and business partner (he acquires 49 per cent of the boat and is the constant quester after an added two per cent).

New, storywise, will be the series' stepped-up utilization of actual events and personalities from the period it reflects. The Shanghaiing of President Zachary Taylor on a riverboat, attorney Abe Lincoln's central role in the battle of the riverboats versus the river bridges, the machinations of phony land promoters following the Eastern Seaboard depression of 1837 provide a few examples.

(more)

Storywise, also, Captain Holden will be allowed greater freedom -- from the boat, in his romantic involvement with the beautiful women of the era and in his business involvement with the historical figures and events of his day.

Musically, the series switches from the symphonic to the American melodies of the period including spirituals and work songs. In period, too, will be the instruments -- banjos, fiddles, concertinas, fifes and drums.

Responsibility for many of these changes belongs to the series' new alternate producer, Boris D. Kaplan, alumnus of Columbia Pictures, TV's "Omnibus" series, St. John's Law School, Cornell University, and the wartime Signal Corps film production outfit headed by Frank Capra. Kaplan will alternate with returning producer John Larkin under executive producer Richard Lewis.

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CREDITS FOR 'RIVERBOAT' ON NBC-TV

PREMIERE DATE (AND TIME) FOR 1960-1961 SEASON:	Monday, Sept. 19 (7:30-8:30 p.m. EDT)
STAR:	Darren McGavin
CO-STAR:	Noah Beery
GUEST STARS:	Various
FEATURED REGULARS:	Dick Wessel and Jack Lambert
FORMAT:	Filmed adventure dramas of life along the rivers of America's heartland in the burgeoning 1840s
DIRECTORS:	Various
WRITERS:	Various

(more)

PRODUCERS:	Boris D. Kaplan and John Larkin
EXECUTIVE PRODUCER:	Richard Lewis
MUSIC:	Gerald Fried
DIRECTOR OF PHOTOGRAPHY:	Buddy Harris
ART DIRECTOR:	George Patrick
EDITORIAL SUPERVISOR:	David J. O'Connell
MUSIC SUPERVISOR:	Stanley Wilson
COSTUME SUPERVISOR:	Stanley Wilson
MAKEUP:	Leo Lotito Jr.
PRODUCED BY	Meladare Production Co.
FILMED BY	Revue Productions, Hollywood
SPONSORS (AND AGENCIES):	Gold Seal Wax Company (Campbell-Mithun Inc.); E. I. du Pont de Nemours Company (Batten, Barton, Durstine & Osborn Inc.); Reader's Digest Magazine (J. Walter Thompson Company); Block Drug Company (Sullivan, Stauffer, Colwell and Bayles Inc.); Procter & Gamble Company (Benton & Bowles Inc.); Warner-Lambert Pharmaceutical Company (Ted Bates & Company, Inc.); Norwich Pharmacal Company (Benton & Bowles Inc.); Studebaker-Packard Corporation (D'Arcy Advertising Company Inc.)
NBC PRESS REPRESENTATIVES:	Norm Frisch (Hollywood) and Charlie Gregg (New York)

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NBC-New York, 8/25/60

PREMIERE

NBC TRADE NEWS
August 25, 1960

SKIP HOMEIER STARS IN TITLE ROLE OF 'DAN RAVEN,'
FULL-HOUR FRIDAY NIGHT MYSTERY HOUR ON NBC-TV
- - -
Noted Guests in Series with Hollywood Showbusiness Setting

Skip Homeier will star in the title role of "Dan Raven," full-hour mystery series dealing with Hollywood's famed Sunset Strip, premiering on the NBC-TV Network Friday, Sept. 23 (7:30-8:30 p.m. NYT).

Raven, a detective lieutenant attached to the West Hollywood Sheriff's Office, will cover the jumble of supperclubs, coffee houses and jazz spots along "The Strip" which constitutes his beat.

Featured regularly in the series will be Dan Barton who portrays Detective Sgt. Burke, Dan Raven's sidekick, and Quinn Redeker playing Perry Levitt, a national magazine photographer covering Hollywood.

Stories will revolve around popular showbusiness personalities appearing in the various supperclubs, including Bobby Darin, Buddy Hackett, Paul Anka and Gogi Grant. Some entertainers will play themselves, others will portray fictional characters, yet each will be involved dramatically in the stories.

Asa Maynor, as Miss Beverly Hills, a nightclub dancer, will be seen in several episodes.

The series will be filmed inside and outside the various Sunset Strip establishments for authenticity.

Homeier started in showbusiness as the youthful star of "Tomorrow the World" on Broadway during World War II and has become an established screen and TV headliner.

(more)

Barton has starred or been featured in more than 250 TV shows. His stage appearances in the East include "Mr. Roberts," (a two-year run) "Dear Ruth," "Detective Story," "Stalag 17," and others.

Redeker has appeared on TV and in two feature pictures, but the new series represents his first major acting break.

Beautiful Alabama-born Asa Maynor has appeared in motion pictures and TV.

William Sackheim is executive producer of the series, which will be produced by Lewis Reed and Tony Barrett. Billy May wrote the original musical score. The series is based on a character created by Donald Gold and Joe Seinfeld.

The series will be produced by Screen Gems in association with the National Broadcasting Company.

* * *

CREDITS FOR 'DAN RAVEN' ON NBC-TV NETWORK

TIME:	Fridays (NBC-TV Network, 7:30-8:30 p.m. NYT).
PREMIERE DATE:	Friday, Sept. 23
STAR:	Skip Homeier as Dan Raven
FEATURING:	Dan Barton as Sgt. Burke, Quinn Redeker as Perry Levitt (Asa Maynor as Miss Beverly Hills will be seen in several episodes)
SPECIAL GUEST STAR:	Bobby Darin (premiere)
FORMAT:	Mystery series set on Hollywood's famed "Sunset Strip," focusing on the jumble of supperclubs, coffee houses and jazz spots which constitute Dan Raven's beat.

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Burton has starred on best features in more than 25 TV shows. His stage appearances in the last [illegible] "[illegible]," (a two-year run) "Dear Ruth," "Detective Story," "Friday 17," and others.

Fadeker has appeared on TV and in two feature pictures, but the new series represents his first major acting break.

Beautiful Alabama-born Asa Maynor has appeared in motion pictures and TV.

William Sackheim is executive producer of the series, which will be produced by Lewis Reed and Tony Warren. Billy May wrote the original musical score. The series is based on a character created by Donald Gold and Joe Schofield.

The series will be produced by Screen Gems in association with the National Broadcasting Company.

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CREDITS FOR 'DAN RAVEN' ON NBC-TV NETWORK

TIME:	Primary (NBC-TV Network, 7:30-8:30 p.m. NYT).
PREMIERE DATE:	Friday, Sept. 23
STAR:	Skip Homeier as Dan Raven
FEATURING:	Dan Larson as Sgt. Burke, Quinn Fadeker as Perry Smith (Asa Maynor as Miss Raven; Kylie will be seen in several episodes)
SPECIAL GUEST STAR:	Sonny Jacobs (premiere)
FORMAT:	Mystery series set on Hollywood's Canoe "Sunset Strip," focusing on the jumble of supercrabs, coffee houses and gas spots which constitute Dan Raven's beat.

(more)

FORMAT: (CONT'D)	Episodes (none of them titled) will feature showbusiness personalities appearing in these clubs.
EXECUTIVE PRODUCER:	William Sackheim
PRODUCERS:	Lewis Reed (premiere), Tony Barrett
DIRECTORS:	Joseph M. Newman (premiere) and various
WRITERS:	Tony Barrett and Lewis Reed teleplay based on a story by Tony Wilson (premiere) and various (series is based on a character created by Donald Gold and Joe Seinfeld)
ORIGINAL MUSICAL SCORE:	Billy May
DIRECTOR OF PHOTOGRAPHY:	Bill Whitley, A. S. C. (premiere) and various
ART DIRECTOR:	Don Ament (premiere) and various
FILM EDITOR:	Richard K. Brockway (premiere) and various
SET DECORATOR:	Richard Mansfield and various
MAKE-UP SUPERVISION:	Ben Lane
HAIR STYLES BY	Helen Hunt
MUSIC SUPERVISION:	Irving Friedman
PRODUCTION SUPERVISION:	Seymour Friedman
PRODUCTION:	Screen Gems in association with the NBC-TV Network (premiere episode is a Ferrison Inc. production and Screen Gems presentation in association with the NBC-TV Network)
SPONSORS (AGENCIES):	Mentholatum Co. (J. Walter Thompson Co.); Union Carbide Consumer Products Co., Division of Union Carbide Corp., for Prestone, D-Icers, and Ever-Ready Products

(more)

SPONSORS (AND AGENCIES): (CONT'D)

William Esty Company); Phillips Van Heusen (Grey Advertising Agency, Inc.); Studebaker Packard Corp. (D'Arcy Advertising Co. Inc.); Dow Chemical Co. (MacManus, John & Adams); Colgate Palmolive Co. (Ted Bates & Co. Inc.); Burlington Hosiery Co. (Donahue & Coe Inc.); Ford Division of Ford Motor Company (J. Walter Thompson Co.); Pan-American Coffee Bureau (Batten, Barton, Durstine & Osborn Inc.)

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NBC-New York, 8/25/60

ARTICLE BY NBC'S IRVING GITLIN ON TV'S RESPONSIBILITIES IS PRAISED BY SENATOR FULBRIGHT AND REPRINTED IN CONGRESSIONAL RECORD

A by-lined article by Irving Gitlin, Executive Producer, Creative Projects, NBC News and Public Affairs, which appeared in the July 27 issue of Variety, was reprinted in the Aug. 18 Congressional Record at the request of Senator J. W. Fulbright (D.-Ark.), who cited it as "an indication that there are members of the (communications) industry who are attempting to fulfill a duty to the Nation's people."

Senator Fulbright said: "We hear much these days about the obligation of those in control of the Nation's communications media. We can no longer have any doubt about the influential impact of these sources of information upon the thinking of the people of this Nation. It is gratifying that there are those in this field who have a clear understanding of their obligations."

In his article, "The Chips Are Down," Mr. Gitlin said he believes the United States "is at a juncture in history more dangerous, more critical than ever before." He said it is the "fearful and individual responsibility" of all those who program the television medium -- sponsor, agency, salesman, producer, executive -- to tell people "what they have to know: that we face a world in revolution, that we are in a terrible fix, that we will need new ideas, new approaches, and sacrifice if we are to make it."

Mr. Gitlin said the television industry must "apply the inventive genius, the imagination, the resources, the sense of purpose to the area of the facts."

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NBC-New York, 8/25/60

ARTICLE BY [illegible]'S [illegible] DIVISION ON TV'S [illegible] IS [illegible]

AT [illegible] BULLETIN AND [illegible] IN CONGRESSIONAL RECORD

A [illegible] Article by Irving Gitlin, Executive Producer, Creative Products, WCC News and Public Affairs, which appeared in the July 27 issue of Variety, was reprinted in the Aug. 16 Congressional Record at the request of Senator J. W. Fulbright (D.-Ark.), who [illegible] to as "an indication that there are amounts of the (communications) industry who are attempting to fulfill a duty to the Nation's [illegible]."

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Mr. Gitlin said the television industry must "apply the inventive genius, the imagination, the resources, the sense of purpose to the [illegible] of the [illegible]."

[illegible], [illegible]

August 25, 1960

The National Broadcasting Company has released Jerry Lewis from his long-term contract to allow him to fulfill his heavy schedule of motion picture commitments.

Mr. Lewis, who was given the release by mutual consent with NBC, has added motion picture production duties to his year-round performing activities. His current plans include producing, directing and starring in "The Ladies' Man," "The Ugly Duckling," and "The Tall Nut." In addition, his production company, Jerry Lewis Productions, is developing two television series, "Permanent Waves" and "The Comedy Concert."

Mr. Lewis has been a top comedy star on television since his first appearance on NBC-TV in August, 1948.

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August 25, 1960

RALPH EDWARDS TO VISIT NINE MAJOR CITIES TO HERALD
NBC-TV SUNDAY SCHEDULING OF 'THIS IS YOUR LIFE'

Ralph Edwards is back in Hollywood after a Summer in Europe, but leaves again Sept. 15 to visit nine major cities to publicize the new Sunday Nighttime spot for his "This Is Your Life," which starts its ninth television season on the NBC-TV Network Sunday, Sept. 25 (10:30 p.m. NYT).

Spending a day and night in each city, Edwards will visit Baltimore, Boston, Chicago, Cleveland, Denver, Kansas City, Portland, St. Louis and Washington, D. C. After eight seasons on Wednesday night, "This Is Your Life" moves to the network's Sunday schedule.

CREDITS FOR 'ALFRED HITCHCOCK PRESENTS' ON NBC-TV NETWORK

TIME:	NBC-TV Network, Tuesdays 8:30-9 p.m. NYT, starting Sept. 27, 1960
STARS:	Various
HOST:	Alfred Hitchcock
FORMAT:	An anthology of mystery and suspense stories, often sprinkled with touches of humor. Each story is premised on a "gimmick" or suspense-building device with Alfred Hitchcock setting the scene.
PRODUCER:	Joan Harrison
ASSOCIATE PRODUCER:	Norman Lloyd
WRITERS:	Various
DIRECTORS:	Various, including Alfred Hitchcock
EDITORIAL SUPERVISOR:	David J. O'Connell
FILM EDITOR:	Edward W. Williams, A. C. E.
COSTUME SUPERVISOR:	Vincent Dee
MAKEUP:	Leo Lotito Jr. and Jack Barron
HAIR STYLIST:	Florence Bush
ORIGINATION:	Filmed at Revue Studios, Hollywood, by Shamley Productions Inc.
SPONSOR:	Lincoln-Mercury Division of the Ford Motor Company.
AGENCY:	Kenyon & Eckhardt Inc.
NBC PRESS REPRESENTATIVES:	Bob Bowen (Hollywood) and Leonard Meyers (New York)

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NBC-New York, 8/25/60

NBC-TV NETWORK COLORCAST SCHEDULE

For Week of Sept. 4 - 10 (All Times EDT)

Sunday, Sept. 4

8-9 p.m. -- "Music on Ice" presents "Manhattan Stardust," featuring Judy Lynn, Shirley Linde, Karen Olson, Bill Knapp, Gene Parker, Curtin and Hittle, Seller and Seabold and Capt. Schreiber's Chimps. Johnny Desmond is host. (Repeat)

9-10 p.m. -- "The Chevy Mystery Show" - Walter Slezak is host.

Monday through Friday, Sept. 5 - 9

11-11:30 a.m. -- "The Price Is Right" - with Bill Cullen.

12:30-1 p.m. -- "It Could Be You" - with Bill Leyden.

Monday, Sept. 5

10-11 p.m. -- "Murder and the Android," starring Kevin McCarthy, Rip Torn, Sono Osato, Suzanne Pleshette and Vladimir Sokoloff. (Repeat)

Tuesday, Sept. 6

9:30-10 p.m. -- "The Arthur Murray Party" - tonight's guests are Paul Wallace, Lauri Peters, Buzz Miller, Ellen Rae, Dick France, and Imelda de Martin. (Repeat)

Wednesday, Sept. 7

8:30-9 p.m. -- "The Price Is Right" - with Bill Cullen.

Friday, Sept. 9

9:30-10 p.m. -- "Masquerade Party" - Bert Parks is host.

10-11 p.m. -- "Moment of Fear" presents "Cage of Air."

(more)

2 - NBC-TV Network Colorcast Schedule

Saturday, Sept. 10

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "The Ruff and Reddy Show"

Conclusion of baseball. (approx. 5 p.m.) to 6:30 p.m. -- "National Singles Tennis Championships"

7:30-8:30 p.m. -- "Bonanza" - new series starts tonight with "The Mill." Harry Townes and Diane Foster are guest stars.

9:30-10:30 p.m. -- "World Wide 60" presents "The Immense Design." (Repeat) (Note: This is an addition to the September Colorcast Schedule.)

Corrections and Additions to September Colorcast Schedule

Tuesday, Sept. 20 - 10-11 p.m.	Kill: "Rivak, the Barbarian." This time period will be filled with a mystery drama telecast in black and white only.
Sunday, Sept. 25 - 6-6:30 p.m.	"Meet the Press" will become a weekly colorcast series on this date.
Monday, Sept. 26 - 2-2:30 p.m.	"The Jan Murray Show," the new Monday-through-Friday audience-participation show, will become a regular colorcast series on this date.

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NBC-New York, 8/25/60

JACK TRACY
ROOM 320

LOWELL THOMAS, VETERAN COMMENTATOR AND GLOBETROTTER, JOINING "THE EQUITABLE'S OUR AMERICAN HERITAGE" AS HOST-NARRATOR OF SEVEN HISTORICAL DRAMAS

FOR RELEASE MONDAY A.M., AUG. 29

Lowell Thomas, veteran broadcast commentator and globe-trotter, will return to the NBC-TV Network during its 1960-61 season as host and narrator for "The Equitable's Our American Heritage" series of seven historical dramatizations.

The announcement was made jointly today by James F. Oates, president of the sponsoring Equitable Life Assurance Society of the United States, and Mildred Freed Alberg, producer (for Milberg Enterprises Inc.) of the award-winning series. The sponsor's agency is Foote, Cone and Belding.

Thomas will introduce each of "The Equitable's Our American Heritage" programs and will narrate on the significance to Americans of the critical events and great historical figures portrayed in each special dramatization.

A lecturer, biographer and historian whose voice has been heard over network channels and wavelengths during the past three decades, Thomas has, in his varied career, served as historian for Wiley Post's solo flight around the world (1933), conducted television's first news program for NBC-TV (1939), worked as foreign correspondent and commentator from battlefields during World War II, and traveled with his son, Lowell Jr., into forbidden Tibet (1949).

(more)

In each of more than 75 foreign lands to which he has journeyed, Thomas has faithfully recorded the sights and sounds of the world's peoples and civilizations. During 1957-59, he served as executive producer and host for "High Adventure with Lowell Thomas" on CBS-TV.

Thomas helped pioneer television on NBC. In addition to conducting TV's first news program, he served as host during 1939-40 for television's first regularly scheduled nighttime program, NBC's "A TV First Night." During 1940-41, he conducted the first simultaneous radio and television broadcasts for NBC over W2XBS and WEAF in New York. On Sept. 30, 1959, he was honored on NBC-TV's "This Is Your Life."

A native of Woodington, Ohio, and an alumnus of Princeton University, he served as reporter and editor for various newspapers, including the Chicago Journal, before breaking in as a broadcaster in 1930. He was chief of President Wilson's commission to prepare a history of World War I. For many years, he produced his own series of movie newsreels and travelogues.

A fellow of the American and Royal Geographical Societies, he has authored numerous biographical, travel and adventure books, including "The Seven Wonders of the World," "History As You Heard It," "The Vital Spark" and "A Hundred and One Outstanding Lives." He was formerly president and chairman of the board of the Cinerama Production Company. Thomas is a resident of Pawling, N. Y.

"The Equitable's Our American Heritage," produced in collaboration with the editors of American Heritage Magazine, begins its second season Friday, Oct. 21 (7:30-8:30 p.m. NYT) on the NBC-TV Network. Subjects announced for presentation include the last years of Alexander Hamilton and the early career of Theodore Roosevelt.

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NBC-New York, 8/26/60

"ELEANOR ROOSEVELT'S DIAMOND JUBILEE PLUS ONE!"

Bob Hope to Be Host of Special NBC Hour with Noted Stars
And World Figures Saluting Mrs. Roosevelt
And Cancer Foundation Bearing Her Name

FOR RELEASE MONDAY A.M., AUG. 29

A special one-hour NBC Television Network program featuring noted stars and world figures will salute Eleanor Roosevelt and the Cancer Research Foundation which bears her name, it was announced today. The special show will be telecast Friday, Oct. 3 in the 9 to 10 p.m. EDT time period.

Bob Hope will be host of the program entitled "Eleanor Roosevelt's Diamond Jubilee Plus One!" He will head a cast of over 20 personalities prominent in showbusiness and world affairs. The roster of guests will be announced soon.

The show will be produced by David Susskind of Talent Associates Ltd. Michael Abbott is the producer. It will be packaged under the direction of Sidney Glazier, National Director of the Foundation, who will be in charge of coordination and liaison.

Reginald Rose will write the telecast which will feature dramatic and entertainment segments. Rose wrote last year's telecast honoring Mrs. Roosevelt in her diamond jubilee year.

(more)

Last year's show, which listed such noted personalities as Vice President Nixon, Former President Truman, Ralph Bellamy, Eddie Cantor, Art Carney, Henry Fonda and Elizabeth Taylor in its cast, was greeted with critical acclaim. Columnists wrote: "The show was a superior effort, presented with taste, efficiency and some excellent entertainment"..."A wonderful tribute to a noble woman and a worthy cause"..."Most ambitious TV show... "A rich, impressive hour"... "Done with taste, forcefulness without effort and a sprinkling of gentle comedy"... "Earnest appeal...a clever format."

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NBC-New York, 8/26/60

August 26, 1960

BOBBY DARIN, AS SPECIAL GUEST STAR, PORTRAYS HIMSELF
IN PREMIERE DRAMA OF 'DAN RAVEN,' NBC-TV NETWORK
FULL-HOUR FRIDAY SERIES STARRING SKIP HOMEIER

Singer Bobby Darin plays himself as special guest star in the premiere episode of the NBC-TV Network's full-hour mystery series "Dan Raven," starring Skip Homeier in the title role, Friday, Sept. 23 (7:30-8:30 p.m. EDT).

Raven and his sidekick, Sgt. Burke (Dan Barton), find a girl murdered in a Sunset Strip motel, with suspicion pointing to Darin, appearing nightly in the Cloister, a supperclub along "The Strip."

Darin's only alibi is a friend, Phil Burdick, (Corey Allen), who was with him at the time of the murder. For reasons of his own Burdick becomes elusive. Raven must decide whether to protect Darin's career or charge him with murder.

The cast includes Sue Ane Langdon as Laverne Murrow, Richard Carlyle as Cole and Howard McNear as Alexander Mortaigne.

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PREMIERE STORYLINE FOR 'RIVERBOAT'

Arlene Dahl is Guest Star and Noah Beery Becomes Series Co-Star As 'Riverboat,' Starring Darren McGavin, Starts Second Year On NBC-TV with Story of Plot to Shanghai a President

Arlene Dahl guest-stars, Noah Beery debuts as continuing co-star and Darren McGavin resumes his starring role as "Riverboat" starts its 1960-61 season on the NBC-TV Network Monday, Sept. 19 (7:30-8:30 p.m. EDT). A fact-based adventure on the shanghaiing of President Zachary Taylor.

The premiere episode in the second year of this series of full-hour dramas about riverlife in the America of the 1840s is entitled "That Taylor Affair."

Capt. Grey Holden (McGavin) risks the wrath of President Taylor by deciding the only way he can make his sternwheeler enterprise the talk of the river is to shanghai the nation's chief executive. Holden gets help in his bold plan from both the beautiful Lucy Belle (Miss Dahl) and the shrewd Bill Blake (Beery). Blake helps by putting up the money needed to take the sheriff's padlock off the boat after the captain had lost it in a card game. In return Blake gets a half interest in the vessel plus the job of pilot.

Cast in the role of President Taylor is veteran character actor Paul Fix. Dick Wessel returns as Carney, chief engineer, and Jack Lambert as Joshua, first mate.

"That Taylor Affair" is an original teleplay by Allen H. Miner, who also directs. Boris D. Kaplan is the producer for Revue Productions, Hollywood, where the series is filmed.

-----o------ NBC-New York, 8/26/60

NBC NEWS COVERS CONGO CLASH AND GETS FILM ON WAY TO NEW YORK AFTER POLICE DELAY

NBC News cameramen filmed a clash between Congo police and demonstrators in Leopoldville yesterday (Aug. 25) and, after some difficulty of their own with police, are shipping the film to New York for telecast on the NBC-TV Network.

Cameramen John Peters and Claude Favier were at the scene when more than a score of the demonstrators were arrested as Premier Patrice Lumumba arrived at the opening of a pan-African conference in Leopoldville.

NBC News correspondent John Rich, also at hand, reported on the NBC Radio Network today that the police turned on reporters and cameramen who had witnessed the clash and confiscated their cameras and tape recorders.

Rich said that Peters was taken into custody but was later released and his camera and film were returned. He said that both NBC cameramen managed to salvage all their film of the incident.

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NBC-New York, 8/26/60

NBC SCORES WITH FIRST NETWORK SHOWING OF OLYMPIC OPENING FILM;
CONTINUED COVERAGE OF EVENTS SET FOR NBC-TV AND RADIO

NBC-TV was first among the networks today (Aug. 26) to show film coverage of the opening day of the Olympic Games in Rome.

An NBC News segment on the "Today" program at 7:30 a.m. EDT presented film of the opening ceremonies, yesterday (Aug. 25) in which a runner bore the traditional Olympic torch.

Olympic events will be covered on "Today" news reports and on regular NBC News programs on the NBC Television and Radio Networks.

AFL-CIO OFFICIAL TO GIVE LABOR DAY ADDRESS ON NBC RADIO

William F. Schnitzler, secretary-treasurer of the AFL-CIO, will deliver a Labor Day address on the NBC Radio Network (except WNBC) Monday, Sept. 5 (9:30-9:45 p.m. EDT. WNBC only, 8:45-9 p.m. EDT). The talk will be tape-recorded earlier in Washington, D. C., for presentation at this time.

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NBC-New York, 8/26/60

JACK TRACY
ROOM 320

August 29, 1960

'STORY OF A FAMILY'--SPONSORED BY OCEAN SPRAY CRANBERRIES, INC.--
TO BE PRESENTED ON NBC-TV AS PRE-THANKSGIVING WEEK SPECIAL

- - -

Jane Wyatt Named Narrator; Joseph Krumgold to Produce and Direct

An unusual study of three generations of an actual American family, reflecting the changes in family life since the turn of the century, will be presented on the NBC-TV Network as a pre-Thanksgiving Week special program on Monday, Nov. 14 (7:30-8:30 p.m. EST). Actress Jane Wyatt will be the narrator of the telecast, "Story of a Family."

Sponsor of the special program is Ocean Spray Cranberries, Inc. The purchase was placed through Batten, Barton, Durstine and Osborn, Inc.

The program will feature a family -- not yet chosen -- in a true situation in the immediate lives of its members. It will show the effect on this family of two world wars, a depression, a boom and technological changes, and how it has emerged from this historic experience.

Joseph Krumgold, winner of many awards as a producer and author, will produce and direct the telecast under the supervision of Irving Gitlin, Executive Producer, Creative Projects, NBC News and Public Affairs.

Miss Wyatt is perhaps best known to television viewers for her co-starring role of Margaret Anderson in the award-winning "Father Knows Best" series, which she played for several seasons. Her performance in "Lost Horizon" established her as a movie star and she

(more)

subsequently appeared in many films including "Boomerang," "Gentleman's Agreement" and "Task Force." She has had numerous stage roles, appearing in the New York and Chicago productions of "Dinner at Eight," with Charles Laughton's Shakespearean repertory group, and with Vincent Price in "The Winslow Boy" and with Fredric March in "Autumn Garden." On television, she has been seen in a variety of dramatic roles.

Mr. Krumgold said, "A great deal of political discussion during the next two months will be devoted to the spiritual values in American life. 'Story of a Family' will suggest that the place to start looking for these values may be inside the American family."

He pointed out that many things have happened to this institution over the years. "Economically it has faded," he said. "We don't earn our living as a family any more. Geographically it has splintered -- we rarely live together as generations in the same house. Yet family living spreads as an attractive ideal, and even the size of the family has begun to grow again.

"Why? The answer might very well be that the family remains -- in a climactic world -- the one social unit of unquestioned loyalty."

Mr. Krumgold noted that the American Thanksgiving, a festival devoted to the family, is the only national holiday on the world calendar that is non-political and non-sectarian. He said the family in the telecast will be shown preparing for this feast as a dramatic experience that may lead to enlightenment on the true character and fundamental worth of family life.

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NBC-New York, 8/29/60

NBC COLOR TELEVISION NEWS

August 29, 1960

'AND FREEDOM SINGS,' COLORCAST WITH DAVID WAYNE AS HOST AND SPOTLIGHTING ALL-STAR CAST, WILL BE VETERANS DAY OFFERING OF 'BELL TELEPHONE HOUR' SERIES ON NBC

"And Freedom Sings" with David Wayne as host will be the Veterans Day offering of the "Bell Telephone Hour" Friday, Nov. 11 (NBC-TV Network colorcast, 9-10 p.m. EST). Alfred Drake will head a cast of singers including such stellar names as Mindy Carson, Barbara Cook, Genevieve and Gisele MacKenzie. The United States Military Academy Glee Club and the Bell Telephone Orchestra, directed by Donald Voorhees, complete the roster.

Alfred Drake will portray the "American soldier" and the four singers will be "the girl I left behind me." Mindy Carson will be the Colonial maid in the American Revolution; Barbara Cook will be the belle in the War Between the States; Genevieve will be the French mademoiselle in World War I and Gisele MacKenzie will be the GIs sweetheart of World War II.

CORRECTION, PLEASE:

"ELEANOR ROOSEVELT'S DIAMOND JUBILEE PLUS ONE!"

"Eleanor Roosevelt's Diamond Jubilee Plus One!" will be telecast on the NBC-TV Network Friday, Oct. 7 in the 9-10 p.m. EDT time period (and not Oct. 3 as incorrectly announced in the NBC Daily News Report mailed Aug. 26). The show will be produced by Talent Associates Ltd. with David Susskind as executive producer and Michael Abbott as producer.

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CORRECTION FOR "THE EQUITABLE'S OUR AMERICAN HERITAGE"

Lowell Thomas -- host and narrator for "The Equitable's Our American Heritage" series of historical dramatizations -- served as historian for the first airplane flight around the world by two United States Army planes in 1924, and not for Wiley Post's 1933 solo flight around the globe, as incorrectly stated in the NBC Daily News Report mailed on Aug. 26.

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NBC-New York, 8/29/60

August 29, 1960

CONTESTANTS WILL BUY PRIZES ON 'THE JAN MURRAY SHOW'
AND CAN WIN MONEY TO PAY OFF THEIR 'CHARGE ACCOUNT'
- - -
New Daytime Series Features Word Game with Fun and Music

"The Jan Murray Show," which becomes a new Monday-through-Friday afternoon series on the NBC-TV Network starting Sept. 5 (2 to 2:30 p.m. NYT), promises fun and excitement for studio contestants and home viewers alike. (Note: The program will become a colorcast series Sept. 26.)

According to producer Ed Pierce, there will be humor, as star Jan Murray quips with contestants, as well as music, provided by Maurine Arthur -- a pretty, blonde vocalist who will be Murray's "Girl Friday" -- and Milton De Lugg and his orchestra.

Pierce explained that the game itself will be called "Charge Account" and features valuable, eye-catching prizes that will appeal to everyone and a lively new word-game that those at home can play along with contestants.

The contest begins with two competing players "buying" on their "Charge Account" one of several prizes on display. The prizes -- such as cars, mink coats and boats -- will be priced at a fraction of their retail value.

Next, the contestants play a fast-paced word-game to earn money to pay for the merchandise selected. Each player is provided with a game board divided into 16 squares (four rows of four each). While host Jan Murray reads off 16 pre-selected letters of the alphabet, drawn at random, the players write them on their boards, trying to make as many three and four-letter words out of them as possible. As each

(more)

player writes a letter on his board, it will be seen on an enlarged duplicate board. The words can read down, or across, or both.)

Players will receive $25 for each word of four letters and $10 for each three-letter word. A "professor-authenticator" -- Dean Morgan Schmitter, professor of English and Comparative Literature at Columbia University -- will be on hand to verify the correctness of all words. The player earning the most money continues against another opponent in a new game. The other player leaves the show.

Both players, however, will receive the prizes they selected at the start of the game if they have made enough money to buy it. If a player has made more than the money needed to pay for the prize, the balance is either credited to his "Charge Account" for the next game (if he is to continue playing), or given to him in cash (if he is leaving the show). A player who has not made enough to buy the prize either has all the money credited to his "Charge Account" or takes it home, depending on whether he is to continue playing or leaving the show.

"The Jan Murray Show," produced by NBC in association with Jantone Productions, will originate from NBC's New York studios.

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NBC-New York, 8/29/60

JACK TRACY
ROOM 320

August 30, 1960

BEECH NUT LIFE SAVERS INC. PURCHASES SPONSORSHIP IN EIGHT NIGHTTIME NBC-TV NETWORK SHOWS OF THE 1960-61 SEASON

Beech Nut Life Savers Inc. has purchased sponsorship in eight nighttime shows on NBC-TV during the 1960-61 season, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

The seven shows, in addition to "The Shirley Temple Show" purchase previously announced, are: "Tall Man," "Westerner," "Laramie," "Thriller," "Michael Shayne," "Outlaws" and "Dan Raven." All but "Laramie" are new shows and will premiere on NBC-TV in September.

The time and premiere dates of the shows follow (All times are NYT):

"Tall Man," 8:30-9 p.m., Saturday, Sept. 10.

"Thriller," 9-10 p.m., Tuesday, Sept. 13.

"The Shirley Temple Show," 7-8 p.m., Sunday, Sept. 18.

"Laramie," 7:30-8:30 p.m., Tuesday, Sept. 20.

"Dan Raven," 7:30-8:30 p.m., Friday, Sept. 23.

"Outlaws," 7:30-8:30 p.m., Thursday, Sept. 29.

"Westerner," 8:30-9 p.m., Friday, Sept. 30.

"Michael Shayne," 10-11 p.m., Friday, Sept. 30.

The purchases for Beech Nut Life Savers Inc. were made through Young & Rubicam Inc. advertising agency.

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August 30, 1960

'THE TAB HUNTER SHOW'

NBC-TV Sunday Series Stars Hunter as Fun-Loving Bachelor Who Pursues Cartooning and Who Is Pursued, in Turn, by Beautiful Girls

Tall, blond, handsome Tab Hunter will make his TV series debut in the role of a cartoonist -- a fun-loving bachelor-at-large -- in "The Tab Hunter Show" on the NBC-TV Network, Sunday, Sept. 18 (8:30-9 p.m. NYT).

Hunter, one of Hollywood's most popular young leading men, stars as cartoonist Paul Morgan, who lives and works at Malibu Beach (a lively and attractive playground on the California Coast near Los Angeles). Morgan is adept at pursuing girls and agile in escaping their wiles when they get that matrimonial gleam. The comic strip is based on inspiration of his own colorful existence.

Richard Erdman co-stars as Peter Fairfield III, one of America's richest, most available (and stingiest) bachelors. A sports car enthusiast and connoisseur of fashionable male attire, he is the foil for Morgan's already complicated girl problems.

Jerome Cowan, stage and screen veteran, also co-stars in the series as John Larsen, owner of "Comics, Inc," syndicator of Morgan's "Bachelor-at-Large" comic strip. Larsen is good-natured about having his patience tried time and time again by the unpredictable bachelor, and alternately rocks with laughter and runs for cover when he sees the cartoon evidence of Morgan's "living biography."

(more)

Norman Tokar will be producer-director of the series, which was created by Stanley Shapiro. Charles Irwin and Robert M. Sherman are associate producers.

Tokar says that each episode will be built around the guest appearance of a beautiful girl, the type who "would melt the wariest of bachelors." Among the beauties already signed are Mary Murphy, Lilianne Montevecchi, Tuesday Weld, Pat Crowley and Elizabeth Montgomery.

"The Tab Hunter Show" is co-sponsored by the P. Lorillard Company Inc. for Newport Cigarettes through Lennen and Newell Inc., and by the Westclox Division of General Time Corporation through Batten, Barton, Durstine and Osborn Inc.

The series is filmed by Shunto Productions at Metro-Goldwyn-Mayer Studios for presentation on NBC.

* * *

CREDITS FOR 'THE TAB HUNTER SHOW' ON NBC-TV NETWORK

TITLE:	"The Tab Hunter Show"
TIME:	NBC-TV Network, Sundays (8:30 to 9 p.m. NYT)
PREMIERE:	Sunday, Sept. 18 (title, episode "One Blonde Too Many")
STARRING:	Tab Hunter
CO-STARRING:	Richard Erdman and Jerome Cowan
FORMAT:	New comedy series revolving about the romantic high jinks of a handsome, eligible, bachelor cartoonist who lives at Malibu Beach and draws a daily comic strip titled "Bachelor-at-Large."

(more)

PRODUCER-DIRECTOR:	Norman Tokar
ASSOCIATE PRODUCERS:	Charles Irwin and Robert M. Sherman
SERIES CREATED BY:	Stanley Shapiro
SERIES WRITERS:	Various, including Alex Gottlieb, Dan Beaumont, Shirl Gordon, Michael Fessier
DIRECTOR OF PHOTOGRAPHY:	William Margulies
SERIES FILM EDITOR:	Henry Batista
ART DIRECTOR:	Leroy Coleman
PRODUCTION BY:	Shunto Productions
SPONSORS AND AGENCIES:	P. Lorillard Company Inc. for Newport Cigarettes through Lennen and Newell Inc.; Westclox Division of General Time Corporation, through Batten, Barton, Durstine and Osborn Inc.
NBC PRESS REPRESENTATIVES:	Bill Faith (Hollywood); Betty Lanigan (New York)

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NBC-New York, 8/30/60

A WIRE FROM VICE PRESIDENT NIXON TO JACK PAAR

The following telegram was sent by Vice President Richard M. Nixon to NBC-TV's Jack Paar:

WASHINGTON, D. C., AUG. 27

JACK PAAR

NATIONAL BROADCASTING COMPANY

DEAR JACK: PAT AND I WANT TO TELL YOU AGAIN HOW MUCH WE ENJOYED BEING ON YOUR SHOW. IN BIRMINGHAM AND ATLANTA TODAY HUNDREDS OF PEOPLE SPOKE TO US ABOUT THE SHOW AND FROM ALL REPORTS WE HAVE RECEIVED, IT HAD AN IMMENSE AUDIENCE OF VIEWERS WHO APPARENTLY LIKED WHAT THEY SAW AND HEARD. I WANT TO THANK YOU FOR HANDLING THE QUESTIONS IN SUCH A SUPERB MANNER. I KNOW NOW WHY YOUR HOOPER RATING CONTINUES TO BE ONE OF THE HIGHEST IN TV HISTORY. PAT JOINS ME IN SENDING OUR BEST TO YOU, MRS. PAAR AND TO RANDY.

DICK NIXON

The Vice President appeared on "The Jack Paar Show" telecast on NBC-TV Thursday, Aug. 25, in an interview with Mr. Paar which originated in Washington, D. C.

("The Jack Paar Show" is telecast Monday through Friday on NBC-TV 11:15 p.m. to 1 a.m. EDT).

NBC-New York, 8/30/60

NBC RADIO NETWORK NEWS

August 30, 1960

WILMA SOSS STARTS NEW SEASON OF 'POCKETBOOK NEWS'
ON THE NBC RADIO NETWORK SUNDAY, SEPT. 4

Wilma Soss, who was described by Coronet Magazine as "the Susan B. Anthony of the American corporation" and by Fortune as "the prototype for the heroine in 'The Solid Gold Cadillac,'" will again be presented by the NBC Radio Network beginning Sunday, Sept. 4, from 6:05-6:15 p.m. (NYT).

Mrs. Soss, who will be celebrating her fifth year on NBC Radio, will be featured in her "Pocketbook News," a weekly analysis of news stories that affect the home and business. There will also be frequent discussions of what goes on behind the scenes in American business.

Her radio program is aptly titled because Mrs. Soss presents interpretive reporting of news developments which affect the pocketbook of every American. Because more than half of the nation's stockholders are women, Mrs. Soss says that "money matters are a woman's business as much as a man's."

In layman's language she plans on covering such subjects as inflation, mutual funds, the automobile market, household budgets, stock trends and other business and financial subjects.

Mrs. Soss is the founder and first president of the Federation of Women Shareholders in American Business. She has been credited with an impressive number of firsts. She was one of the first women press agents on Broadway and later one of the first women public relations counselors. Her experience ranges over the fashion field, heavy industry and finance.

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OM THE NATIONAL BROADCASTING COMPANY
ty Rockefeller Plaza, New York 20, N. Y.

August 30, 1960

JAMES P. MITCHELL, SECRETARY OF LABOR,
WILL BE 'MEET THE PRESS' GUEST SEPT. 4

- - -

Vice President Nixon Date Postponed
Due to His Knee Injury

The appearance of Vice President Richard M. Nixon on "Meet the Press," announced (on last week's program) for Sunday, Sept. 4, has been postponed because of his hospitalization for a knee injury. The program's Labor Day weekend guest, replacing Mr. Nixon, will be James P. Mitchell, Secretary of Labor. The interview, presented live from Washington, D. C., will be on the NBC-TV Network at 6 p.m. EDT. (NBC Radio Network except WNBC, as part of "Monitor," 6:30 p.m. EDT; WNBC time 6:35 p.m. EDT.)

Secretary Mitchell will be interviewed by a panel to include Pete Brandt of the St. Louis Post-Dispatch, Richard Wilson of Cowles Publications and Victor Riesel of the Hall Syndicate.

Lawrence E. Spivak is producer of "Meet the Press," a Public Affairs presentation of NBC News.

ress Department, Room 320

NBC COLOR TELEVISION NEWS

DINAH SHORE WINS HEARTS OF DANISH AUDIENCE AND PRAISE OF PRESS AS SHE FILMS A FUTURE 'CHEVY SHOW' COLORCAST IN COPENHAGEN

Dinah Shore won the hearts of her audience when she appeared at a Fourth of July celebration in Denmark's Rebild Hills during her visit to Copenhagen where she filmed a performance which will be among those she made in Europe for future colorcast on the NBC-TV Network's "Dinah Shore Chevy Show" (Sundays, 9-10 p.m. NYT).

The Rebildfest marking the American holiday is an annual affair where Danes and Americans get together for the celebration.

An account of the event published in Copenhagen's Berlingske Tidende stated that this year's Rebildfest differed from others, and "Dinah Shore was responsible for making it so."

"She," the report continued, "created an atmosphere on this beautiful sunny day in the heather-clad hills so enchanting that it will be remembered when many other important events have been forgotten. With her great amount of charm and naturalness, with her lovely voice and sincerity, she walked right into the hearts of more than 20,000 people who had gathered in the Rebild Hills."

The story reported that after her performance "while all were standing," she was given a thunderous applause that reverberated as a cannon salute among the hills. President Holger Bladt and Vice President Charles Hansen "jumped to their feet" to thank this charming "fairy princess" for making the celebration such an outstanding success, and for the invaluable goodwill that Denmark will receive in the U.S.A. through Dinah's TV show.

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NBC-New York, 8/30/60

JACK TRACY
ROOM 320

2-X-H NBC TRADE NEWS

August 31, 1960

R. J. REYNOLDS TOBACCO PURCHASES SPONSORSHIP IN 'LARAMIE'

The R. J. Reynolds Tobacco Company has purchased 1960-61 sponsorship in "Laramie," the popular hour-long Western adventure program on NBC-TV, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

"Laramie" premiered on NBC-TV last season and will begin its second year on Tuesday, Sept. 20, again starring John Smith and Robert Fuller, with Hoagy Carmichael and Robert Crawford featured.

The R. J. Reynolds purchase was placed through William Esty Company Inc.

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August 31, 1960

'JUST KIDS'

Half-Hour Situation Comedy Based on Grade Students Will Be Produced For NBC-TV Prime Evening Time in 1961-62 Season

"Just Kids," a half-hour situation comedy series devoted to the adventures and misadventures of a group of third and fourth graders -- who live in the "short world" where adult standards fail to apply -- will be produced by the NBC Television Network for presentation in prime evening time during the 1961-62 season. David Levy, Vice President, Programs and Talent, announced the new project today.

Created within the NBC Program Development Department by Preston Wood, Manager, Script Services, "Just Kids" will be devoted to the stories of the lively, energetic children in Miss Dale Collins' Third Grade who manage to generate trouble and adventure strictly within their own ranks with no help whatsoever from adults. Grownups are looked upon as Authority (also as source of food, candy, money, love and baffling instructions about table manners). Adults are to be loved, respected -- and circumvented.

The series will have as its key cast members seven little boys, ranging in age from five to ten (younger brothers not yet in the third grade sometimes tag along) and three little girls in the same age bracket. The adult world will be represented by the teacher, Miss Collins, and occasionally by the grown-ups the children encounter as

(more)

they carry out their projects. All of them are regarded from the children's viewpoint, however. The emphasis of the series will be on action, rather than dialogue and will be planned for family viewing.

The outlines of the child characterizations have been completed and the production staff for "Just Kids" will be announced later. Casting will not take place until nearer the actual production date because of the rapid growth rate of eight-year-old boys.

Preston Wood, himself the father of two boys says concerning "Just Kids": "Children are aliens in our world. They move around in our physical world, and make themselves very comfortable in it, but they actually live in their own world, a world which all of us have passed through and now can no longer enter or even fully understand.

"They speak their own language. They use the same words we do, by and large, but the meanings are often subtly shifted. They have a completely different sense of time; five minutes with nothing to do is an eternity; a full day stretches ahead like a year, to be packed with a year's worth of joy and crises.

"The kids live in a world in which our logic and standards do not apply. It is a world in which a crooked stick can suddenly become a ray-gun. Dark shadows are invariably filled with the most spine-tingling terrors, against which the only sure protection is a blanket pulled over the head. It is a world in which no convincing proof has yet been offered for the non-existence of trolls, witches, elves, Bat Masterson, Superman and Donald Duck. Any baseball player is vastly more important than a United States Senator. Toads, dolls, comic books and two-wheeler bikes are unbelievably desirable; clean clothes, hair-cuts, vegetables and toothbrushes are to be shunned like the plague.

"Just Kids" will open a window on this sunny, fun-filled world of children."

-----o------ NBC-New York, 8/31/60

August 31, 1960

'THE STORY OF WILL ROGERS,' WITH VOICE OF FAMOUS HUMORIST, WILL BE AN NBC-TV 'PROJECT 20' SPECIAL NEXT MARCH

The life of Will Rogers, with the voice of the great American humorist himself providing a large measure of the wit and the wisdom, will be subject of a full-hour program to be produced by "Project 20" for presentation on the NBC-TV Network next March. Announcement of the new show, "The Story of Will Rogers," was made today by David Levy, Vice President, Programs and Talent.

Donald B. Hyatt, NBC Director of Special Projects, will produce and direct the program, which will span the Rogers career from his days as cowpuncher and roping rodeo performer to his years as cowboy philosopher and everyman's commentator on the world scene.

Rogers, killed in a plane crash near Point Barrow, Alaska, 25 years ago, will speak for himself on his life and times in this TV story. From his many radio broadcasts through the late Twenties and early Thirties, the "Project 20" unit has culled his comments on almost every major issue of the day. Eight hours of tape have been drawn from old recordings in the NBC vaults, Hyatt said.

Richard Hanser, chief writer for "Project 20," will prepare the script. Rod Reed, film writer formerly with RKO-Pathe, will collaborate with him on the story line. Robert Russell Bennett, the

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unit's musical director, will compose and conduct an orchestral score utilizing the songs Rogers loved best. A major personality associated with Rogers will be on-scene storyteller.

"The Story of Will Rogers" will employ film from newsreel archives, from silent and sound motion pictures in which he starred, and from non-theatrical footage in private hands. Newly shot film will bring on-camera famous persons who knew Rogers well, theatre folk and politicians among them.

The still-picture-in-motion technique developed in earlier "Project 20" productions of "Meet Mr. Lincoln" and "Mark Twain's America" will animate a treasure-trove of stills from the Will Rogers Memorial at Claremore, Okla., and the Library of Congress.

"His humor had a wisdom that could cut through the pretensions of his time," Hyatt said of Rogers. "With a few earthy words he could get to the heart of involved social, political and economic problems. As we did earlier with Mark Twain, we will be portraying a man who illuminates through humor the period in which he lived. Humor often provides deeper insight into society than a more academic approach does.

"In contrast with so many sick humorists of today, Rogers was a healthy one. He was one of the greatest humorists America has produced, and since his death there has been nobody like him."

Rogers was born, in 1879, halfway between Claremore and Oologah in Indian territory that is now part of Oklahoma.

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Hyatt said the people of Oklahoma have expressed "tremendous enthusiasm" for the project. "Governor J. Howard Edmundson is taking an active personal interest in it, and the Will Rogers Memorial at Claremore is putting all of its material at our disposal," he said.

In one sense, Will Rogers is no stranger to "Project 20." He was often quoted in its earlier productions of "The Jazz Age" and "Life in the Thirties" and appeared on-camera in a sequence in the latter. "We were very much struck at the time by the aptness of his remarks," Hyatt said, "and, in a way, the new show was born from those earlier ones."

Will Rogers movies to be drawn upon in the new program begin with "Laughing Bill Hyde" (1918) and "Jes' Call Me Jim" (1920) and some films he made for his own production company, notably "The Roping Fool" (1922), with its astonishing feats of trick roping. Later sound films to be used include "A Connecticut Yankee" (1931), "David Harum" (1934) and "In Old Kentucky" (1935).

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NBC-New York, 8/31/60

August 31, 1960

'OUTLAWS,' FULL-HOUR THURSDAY NIGHT WESTERN-ADVENTURE SERIES, PREMIERES ON THE NBC TELEVISION NETWORK SEPT. 29

"Outlaws," new Western-adventure series, premieres on the NBC-TV Network Thursday, Sept. 29 (7:30-8:30 p.m. NYT). The programs will document with historical accuracy the stories of famous American badmen of the Oklahoma Territory at the turn of the century.

Created within the NBC Program Development Department under the supervision of Frank Telford, who will serve as executive producer, "Outlaws" is filmed at MGM-TV Studios in Culver City, Calif.

The series stars veteran actor Barton MacLane as U. S. Marshal Frank Caine and newcomers Don Collier and Jock Gaynor respectively as Deputy Marshals Will Foreman and Heck Martin. Guest stars will fill major roles.

The bandits who roamed the Oklahoma Territory in the 1890s were, for the most part, cowhands who turned to robbing and killing when the Westward progress of civilization disrupted their carefree way of life.

Instead of dealing with these desperados from the conventional lawman-versus-badman approach, the "Outlaws" will tell their stories, without condoning their actions, from the point of view of the hunted -- how they got to be that way and how they were captured by the brave lawmen of the time.

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Outlaws who roamed the Oklahoma Territory represent one of the most exciting chapters in the history of the American West.

The Dalton boys -- Bob, Gratton, Bill and Emmett; their accomplice Bill Doolin, who later headed the most notorious gang in the territory; the Yeager-Black Gang; the Jennings Gang; the Cherokee Indian, Henry Starr; "Arkansas Tom" Daugherty and many others brought a fiery era of banditry to Oklahoma that was to mark the final passing of one of the West's last lawless frontiers.

High mark of outlaw activity in Oklahoma was the eight-year span from the opening up of the Territory for homesteading in 1889 to the death of Doolin in 1897.

Joseph Dackow, who assisted Martin Manulis at 20th Century-Fox last season with "Adventures In Paradise" and "Five Fingers," will produce "Outlaws" for NBC-TV.

Various directors and writers will be assigned to the series. Writers Charles Beaumont, Walter Doniger, Carey Wilber, Jack Curtis, Daniel Mainwaring, Andrew Lewis and Douglas Heyes will work on scripts.

An original musical score will be composed for each episode by Hugo Friedhofer, 1947 winner of an Academy Award (for his scoring of "Best Years of Our Lives") and an eight-time Oscar nominee.

Executive producer Telford is a veteran producer-writer-director, who numbers among his credits such top dramatic series as "Playhouse of Stars," "Pulitzer Prize Playhouse," "Kraft Television Theatre," and "Robert Montgomery Presents."

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CREDITS FOR 'OUTLAWS' ON NBC-TV NETWORK

TIME:	NBC-TV Network, Thursdays (7:30 to 8:30 p.m. NYT), premiering Sept. 29.
FORMAT:	Western-adventure series of authentic profiles of notorious lawbreakers of the Oklahoma Territory.
STARRING:	Barton MacLane
CO-STARRING:	Jock Gaynor and Don Collier
FILMED AT	MGM-TV Studios, Culver City, Calif.
DEVELOPED FOR NBC BY	Frank Telford
EXECUTIVE PRODUCER:	Frank Telford
PRODUCER:	Joseph Dackow
DIRECTORS:	Various
WRITERS:	Charles Beaumont, Jack Curtis, Daniel Mainwaring, Andrew Lewis, Walter Doniger, Carey Wilber and Douglas Heyes
MUSIC COMPOSED BY	Hugo Friedhofer
ASSOCIATE PRODUCER:	John Banse
PRODUCED BY	The NBC Television Network
SPONSORS (AND AGENCIES):	Warner-Lambert Pharmaceutical Company (Ted Bates & Company Inc.); Studebaker-Packard Corporation (D'Arcy Advertising Company Inc.); E. I. du Pont de Nemours & Company Inc. (Batten,

(more)

SPONSORS (AND AGENCIES): (CONT'D) Barton, Durstine & Osborn Inc.); Gold Seal Company (Campbell-Mithun Inc.); Ford Motor Company (J. Walter Thompson Company); Pan-American Coffee Bureau (Batten, Barton, Durstine & Osborn Inc.)

NBC PRESS REPRESENTATIVES: Doug Duitsman (Hollywood); and Charlie Gregg (New York).

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NBC-New York, 8/31/60

NBC COLOR TELEVISION NEWS

August 31, 1960

PROGRAM CHANGE FOR 'BONANZA' PREMIERE COLORCAST

'SHOWDOWN,' WITH BEN COOPER AS GUEST STAR, WILL OPEN NEW SEASON

The opening "Bonanza" episode of the new season, Saturday, Sept. 10, has been changed. "Showdown" replaces "The Mill," originally scheduled. "The Mill" will be presented Saturday, Oct. 1. (The full-hour NBC-TV Network colorcast series is presented 7:30-8:30 p.m. NYT.)

Ben Cooper guest stars in "Showdown" -- the premiere episode -- as a young bank robber who gets a job with the Cartwrights to prevent the sheriff from learning whereabouts of his accomplices -- the feared Pardo gang -- who are hiding out on the Ponderosa.

Sam Kirby (Cooper) hopes to keep the gang informed should a search party head their way. Ben Cartwright (Lorne Greene) and his two older sons, Adam (Pernell Roberts) and Hoss (Dan Blocker) accept the new hand, but Little Joe (Michael Landon) has reservations about the newcomer, especially when Kirby is attracted to his girl.

Jack Lambert as Pardo, Ray Teal as Sheriff Coffee and Jody Warner as Ellie also are featured.

(EDITORS: Please correct "Bonanza" credit sheet dated Aug. 23.)

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NBC COLOR TELEVISION NEWS

August 31, 1960

MARK TWAIN'S "THE PRINCE AND THE PAUPER"--WITH NOTED STARS--
WILL BE A COLORCAST FEATURE OF "THE SHIRLEY TEMPLE SHOW"

Gig Young, Richard Ney, Peter Lazer, Portland Mason, Julie Sommars and Ted De Corsia have been signed for leading roles in "The Prince and the Pauper" on "The Shirley Temple Show" series of family entertainment colorcasts to be presented Sunday nights (7-8 p.m. NYT) on the NBC-TV Network, starting Sept. 18. A date for the show will be announced.

William Asher will direct the full-hour teleplay adapted by Richard Alan Simmons from Mark Twain's classic tale about young Prince Edward and his exact look-alike, street urchin, who switch identities for a short time and alter the history of 16th Century England.

Gig Young will portray the rakish, good-natured Miles Hendon and Richard Ney will appear as the wicked, aristocratic Earl of Hertford. Peter Lazer will play both Tom (the pauper) and young Edward (the prince). Portland Mason will appear as Princess Elizabeth, Julie Sommars will portray Princess Mary, who becomes Queen of Scots and Ted De Corsia will have the part of Ruffler, a leader of thieves.

Cast in supporting roles are Laurie Main as the Archbishop of Canterbury, Carroll O'Connor as Henry VIII, and Maurice Dallimore as the prosecutor.

Shirley Temple is hostess for the entire series, and will perform as star in 13 of the 39 weekly colorcasts.

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MONITOR

THE NBC WEEK-END RADIO SERVICE

August 31, 1960

DICK JENNINGS, ASSISTANT MANAGING EDITOR OF "MONITOR"
WILL APPEAR IN PROGRAM INTERVIEW TO DESCRIBE
HIS PART IN HOLDUP SUSPECT'S CAPTURE

Dick Jennings, assistant managing editor of NBC Radio's "Monitor," who effected the capture of a suspect in a New York armed robbery yesterday (Tuesday, Aug. 30) will be featured in a special "Monitor" interview Friday, Sept. 2 (10 p.m. EDT).

Jennings, who has covered the globe as a "Monitor" reporter, including a trip to the South Pole and a jaunt around the world in 17 days, will tell how he found the most exciting story of his life when he walked out of a restaurant in the same building with the NBC Studios and into the middle of an armed holdup. Trailing one of the suspects -- "Dick Tracy" style -- on foot and by cab over a two-mile route through Manhattan's busiest traffic, he brought about the man's capture. (EDITORS: Detailed story is in this mailing.)

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August 31, 1960

DICK JENNINGS, OF NBC RADIO'S "MONITOR," EFFECTS CAPTURE OF ROBBERY SUSPECT AFTER TRAILING HIM IN MIDTOWN N.Y.

Dick Jennings, assistant managing editor of NBC Radio's "Monitor," effected the capture of a robbery suspect yesterday afternoon (Tuesday, Aug. 30) after trailing the man on foot and in a taxi for more than two miles in midtown Manhattan.

Another suspect was killed and a policeman was wounded. Three armed men had held up the uptown office of Lionel Perera Manfra and Brookes Inc., 48 West 50th St., a firm dealing in foreign and domestic currencies. A third man escaped.

Jennings left a nearby restaurant when he heard gunfire and shouts, "It's a robbery," and saw a man wearing a black jacket run south on the Avenue of the Americas. He followed the suspect West on 48th Street, where the man discarded the jacket in a sidewalk trash basket.

"I was playing Dick Tracy," Jennings said later. "I took off my coat, too, to change my appearance. Staying a short distance behind him, I tried not to let him notice I was watching him. Whenever he turned a corner, I would run to the corner, then slow to a walk again, trying to appear casual."

Jennings said he kept looking for a policeman but couldn't spot any. At Shubert Alley the man hailed a cab. Jotting down the license number in case he lost sight of his quarry, Jennings got into another taxi and told the driver, "Follow that cab and play it cool. You're liable to get your head blown off."

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When Jennings saw a traffic policeman on Ninth Avenue near 41st Street, he ordered the cab driver to stop, threw open the door and told the policeman, "Quick, get in. The guy in that cab just left the scene of a robbery. He may be armed. Get your gun out."

As the pursuit continued, he told the policeman to crouch down to avoid being seen. Near the entrance to a Hudson River tunnel the suspect's taxi stopped for a traffic light. The policeman jumped out, shoved his gun through the cab window, and ordered the man out of the vehicle.

Jennings helped the policeman search the suspect, who was not armed. As they rode back toward the holdup scene, they stopped at the waste basket at Jennings' suggestion and retrieved the black jacket. A loaded revolver was in the pocket.

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NBC-New York, 8/31/60

CREDITS FOR 'TALL MAN' ON NBC-TV NETWORK

TIME: Saturdays, 8:30-9 p.m. NYT

PREMIERE DATE: Saturday, Sept. 10

STARS: Barry Sullivan as Deputy Sheriff Pat F. Garrett, and Clu Gulager as Billy the Kid

PREMIERE EPISODE: "Garrett and the Kid"

CAST: (PREMIERE EPISODE): Co-starring Robert Middleton as Paul Masson with
King Donovan as Spieler
Vaughn Taylor as Ryder
Denver Pyle as Marshal Dave Leggett
Linda Lawson as Girl Singer
Hank Patterson as Jake
K. L. Smith as Toby
Ray Kellogg as Witness
Sam Flint as Shooting Judge

FORMAT: Drawing on history and folklore, "Tall Man" will depict the exciting adventures of two famous real-life characters of the Old West -- Deputy Sheriff Pat F. Garrett and William H. Bonney, better known as Billy the Kid. Though close friends, each senses that eventually he will face the other in a showdown. Meanwhile, they are friendly rivals, struggling to avoid the inevitable day of reckoning between them.

EXECUTIVE PRODUCER: Nat Holt

PRODUCER: Samuel A. Peeples

ASSOCIATE PRODUCER: Frank Price

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2 - Credits for 'Tall Man'

WRITERS:	Various (Samuel A. Peeples -- premiere show)
DIRECTORS:	Various (Herschel Daugherty -- premiere show)
DIRECTOR OF PHOTOGRAPHY:	Various (Lionel Lindon -- premiere show)
SET DESIGNER:	Various (John Lloyd -- premiere show)
MAKEUP:	Jack Barron
HAIR STYLIST:	Florence Bush
COSTUME SUPERVISOR:	Vincent Dee
EDITORIAL SUPERVISOR:	Richard G. Wray, A. C. E.
MUSIC:	Original compositions by Esquivel
ORIGINATION:	A Lincoln County Production, filmed at Revue Studios, Hollywood, Calif.
SPONSOR (AND ADVERTISING AGENCY):	R. J. Reynolds Tobacco Company (William Esty Company, Inc.)
NBC PRESS REPRESENTATIVES:	Bob Bowen (Hollywood); Betty Lanigan (New York)

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NBC-New York, 8/31/60

CAST AND CREDITS FOR 'THE CAT AND THE CANARY'
ON 'DOW HOUR OF GREAT MYSTERIES'

DATE AND TIME: NBC-TV Network, Tuesday, Sept. 27 (10-11 p.m. EDT).

PRODUCER: Robert Saudek Associates

DIRECTOR: William A. Graham

WRITER: Audrey and William Roos teleplay based on novel by John Willard.

DESCRIPTION: A melodramatic mystery about a group of relatives gathered in a lonely house to hear the will of a deceased wealthy recluse, 20 years after his death.

CAST:
Annabelle West.....Collin Wilcox
Cicily Sellsby.....Sarah Marshall
Paul Jones.....Andrew Duggan
Mrs. Pleasant.....Hortense Alden
Fred.....Jack Betts
Charley.....Louis Edmonds
Harry.....Fred Scollay
Mr. Crosby.....George Macready
Hendricks.....Al Henderson
Dr. Patterson.....Telly Savalos

DESIGNER: Henry May

COSTUMES: Saul Bolasni

ASSISTANT DIRECTOR: Bruce Minnix

SPONSOR (AND AGENCY): The Dow Chemical Company (MacManus, John and Adams Inc.)

PRESS REPRESENTATIVES: Leonard Meyers (New York) and Jane Westover (Hollywood)

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CAST AND CREDITS FOR "THE DAY AND THE LONGEST"

ON "DOW HOUR OF DANGER" MYSTERIES

DATE AND TIME:	NBC-TV Network, Tuesday, Sept. 27 (10-11 p.m. EDT).
PRODUCER:	Robert Saudek Associates
DIRECTOR:	William A. Graham
WRITER:	Adapted from William Noon Telefilm based on novel by John Wilard
DESCRIPTION:	A [illegible] mystery about a [illegible] of [illegible] [illegible] in a lonely house [illegible] the [illegible] of a [illegible] [illegible]. [illegible] after [illegible].
CAST:	[illegible] ..... [illegible] [illegible] ..... [illegible] [illegible] ..... [illegible] [illegible] ..... [illegible] [illegible] ..... [illegible] [illegible] ..... [illegible] [illegible] ..... [illegible] [illegible] ..... [illegible] [illegible] ..... [illegible] [illegible] ..... [illegible] [illegible] ..... [illegible]
DESIGNER:	[illegible]
COSTUMES:	[illegible]
ASSISTANT DIRECTOR:	[illegible]
SPONSOR (AND AGENCY):	The Dow Chemical Company (Benton and Bowles, Inc. and Adams Inc.)
TIMES RESPONSIBILITIES:	Leonard Sayers (New York) and Jane [illegible] (Hollywood)

(more)

WHO'S WHO

ANDREW DUGGAN (Paul) is remembered for his portrayal of the cowboy in "Malice in Wonderland" on "Omnibus." He starred on TV in the series "Bourbon Street Beat." On Broadway he has been seen in "The Rose Tattoo," "Paint Your Wagon" and "Anniversary Waltz," among other shows. Hollywood has claimed part of his time and he has been seen in "Three Brave Men," "Decision at Sundown," "The Bravados," "Patterns" and "Westbound." He is married to dancer Berry Logue, whom he met while they were working together in "Paint Your Wagon."

SARAH MARSHALL (Cicily) made her way to the stage naturally. Her parents are the distinguished performers, Herbert Marshall and Edna Best. On Broadway she has achieved success with principal roles in "The Ponder Heart," "A Visit to a Small Planet" and "The World of Suzie Wong." She was seen recently in the hit movie "The Long Hot Summer."

COLLIN WILCOX (Annabelle) won the coveted Clarence Derwent Award for her off-Broadway appearances in "The Day the Money Stopped." She recently finished a successful run in the off-Broadway revival of Tennessee Williams' "Camino Real." On television she scored as Frankie in "Member of the Wedding," and has been seen in leading roles on "Alfred Hitchcock Presents" and other top dramatic shows.

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NBC-New York, 8/31/60

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NBC-New York 8/31/60